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ADVERTISING AND MEDIA RESEARCH

Advertising and Public Policy: The Macroeconomic Effects of Advertising, ROBERT JACOBSON and FRANCO M. NICOSIA, February, 29.

Four research traditions on the effects of advertising are identified, and one of them—the tradition of macroeconomic studies—is carefully differentiated from the other three. A review of this macro tradition is undertaken to retrace the kinds of questions raised about the macro effects of advertising, evaluate the statistical procedures used to ascertain the causal nature of macro advertising relationships, and specify the ideal research design for studying advertising macro effects. Moving toward the implementation of this design, the authors present and interpret the findings from the first stage of their work. Emphasis is on the relevance of macro studies for public policy makers (legislators, regulators, and courts), whose decisions affect the life of the advertising institution, and for those advertisers, agencies, and media that can understand and apply the implications of the information provided by macro studies.

An Examination of Comparative and Noncomparative Television Commercials: The Effects of Claim Variation and Repetition on Cognitive Response and Message Acceptance, GEORGE E. BELCH, August, 333.

A cognitive response approach is used to examine the effects of one- and two-sided comparative and noncomparative commercials seen over three levels of repetition. Results indicate qualitative differences in the mediating roles of cognitive responses for comparative and noncomparative messages. However, no differences in the relative effectiveness of comparative and noncomparative messages are found for attitude and purchase intention measures. Also, message sidedness does not have a moderating impact on reactions to the two types of messages, and reactions to comparative messages are not influenced by prior preferences for the comparison brand.

Are Product Attribute Beliefs the Only Mediator of Advertising Effects on Brand Attitude? ANDREW A. MITCHELL and JERRY C. OLSON, August, 318.

Fishbein's attitude theory posits that beliefs are the only mediators of attitude formation and change. The validity of this proposition for consumers' beliefs about product and brand attributes was examined in the context of an advertising effects study. To manipulate product attribute beliefs and to create settings in which other mediation processes might occur, the authors exposed subjects to simple advertisements that contained either a verbal claim or visual information. Level of repetition also was varied. As expected, product attribute beliefs mediated attitude formation. However, another variable, termed attitude toward the advertisement, also mediated brand attitudes and purchase intentions. The authors discuss alternative explanations for the results and offer suggestions for future research.

Attentive Audience Delivery of TV Advertising Schedules, WILLIAM O. BEARDEN, ROBERT S. HEADEN, JAY E. KLOMPMAKER, AND JESSE E. TEEL, May, 187.

Television program ratings are used extensively by media planners in developing advertising schedules for use in marketing strategies. The authors describe a study of TV program exposure and attention that produced two equations for predicting attentive audience delivery of TV advertising schedules from program ratings and may thus facilitate media planning.

Comment on "An Experimental Investigation of Comparative Advertising: Impact of Message Appeal, Information Load, and Utility of Product Class," MARK B. TRAYLOR, May, 254.

The author comments on an article by Goodwin and Etgar which appeared in the May 1980 issue of *JMR*.

Consumer Perceptions of Comparative Price Advertisements, ALBERT J. DELLA BITTA, KENT B. MONROE, and JOHN M. McGINNIS, November, 416.

The authors analyze the issue of comparative price advertising from a behavioral perspective. Because public policy recognizes that comparative pricing may lead to consumer misperceptions, the authors review the regulatory setting and pose several research questions that need to be addressed. A complex experiment and replication examining some of these questions is reported.

Improving the Estimation Procedure for the Beta Binomial TV Exposure Model, ROLAND T. RUST and JAY E. KLOMPMAKER, November, 442.

The authors propose an improved model for estimating audience

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exposure to network television, and test this model against the best previously reported models. The model involves a new method for estimating a beta binomial distribution, which is used to model the frequency distribution of exposure. The new estimation procedure takes explicitly into account several characteristics specific to network television.

On Using Voice Analysis in Marketing Research, NANCY J. NIGHSWONGER and CLAUDE R. MARTIN, JR., August, 350.
See "Measurement"

The Design of Advertising Experiments Using Statistical Decision Theory: An Extension, JAMES L. GINTER, MARTHA C. COOPER, CARL OBERMILLER, and THOMAS J. PAGE, JR., February, 120.

The comparison of classical statistics and decision theory approaches to evaluation of advertising experiments is extended beyond Blattberg's focus on incorporation of prior judgment. Explicit consideration of risk provides a clearer comparison of these two analytic approaches.

The Interaction Between Comparative Advertising and Copy Claim Variation, WILLIAM R. SWINYARD, May, 175.

Despite conceptual benefits expressed for comparative advertising, most studies have found it relatively ineffective and lacking credibility. By means of a field experiment, the author explores the impact of the attribution theory tool of two-sided claims on the credibility and effectiveness of comparative advertising. Results suggest that the effectiveness of comparative advertising might be significantly increased with such tactics.

ATTITUDE THEORY RESEARCH

A Model of Multiattribute Judgments Under Attribute Uncertainty and Informational Constraint, ROBERT J. MEYER, November, 428.
See "Econometric Models"

An Empirical Test of Salespersons' Job Expectancy and Instrumentality Perceptions, R. KENNETH TEAS, May, 209.
See "Salesforce Research"

Are Product Attribute Beliefs the Only Mediator of Advertising Effects on Brand Attitude? ANDREW A. MITCHELL and JERRY C. OLSON, August, 318.
See "Advertising and Media Research"

Effect of Participation in Marketing Research on Consumer Attitudes Toward Research and Satisfaction with a Service, JOHN E. SWAN, I. FREDRICK TRAWICK, and MAXWELL G. CARROLL, August, 356.
See "Sampling and Survey Research"

Integrating Compositional and Decompositional Analyses to Represent the Intervening Role of Perceptions in Evaluative Judgments, MORRIS B. HOLBROOK, February, 13.

In the study of preference formation, compositional methods (e.g., linear compensatory attitude models) and decompositional techniques (e.g., conjoint analysis) have developed along relatively separate paths. The author attempts to integrate these two approaches via a two-stage model of evaluative judgment whose testing incorporates aspects of both analytic procedures. Specifically, the overall effect of objective product features on affect is broken down into a compositional relationship of affect to perceptions (i.e., attitude structure) and a decompositional analysis of the dependence of perceptions on product features (i.e., psychophysical relations). The approach is illustrated by a study of aesthetic preferences among piano performances differing in four factorially arrayed musical features (tempo, rhythm, dynamics, and phrasing). An integration of decompositional and compositional methods generates a summary path-analytic diagram that clearly represents the process wherein objective product features shape perceptions which, in turn, determine affect. This integrative approach appears to be applicable in several marketing contexts.

BRAND CHOICE

A Model and Measurement Methodology for Predicting Individual Consumer Choice, RICHARD R. BATSELL and LEONARD M. LODISH, February, 1.
See "Measurement"

Are Product Attribute Beliefs the Only Mediator of Advertising Effects on Brand Attitude? ANDREW A. MITCHELL and JERRY C. OLSON, August, 318.
See "Advertising and Media Research"

Dimensions of Consumer Information Seeking Behavior, GEOFFREY C. KIEL and ROGER A. LAYTON, May, 233.
See "Buyer Behavior"

Integrating Compositional and Decompositional Analyses to Represent the Intervening Role of Perceptions in Evaluative Judgments, MORRIS B. HOLBROOK, February, 13.
See "Attitude Theory Research"

On the Prediction Power of Market Share Attraction Models, PH. NAERT and M. WEVERBERGH, May, 146.
See "Econometric Models"

Overlapping Clustering: A New Method for Product Positioning, PHIPPS ARABIE, J. DOUGLAS CARROLL, WAYNE DeSARBO, and JERRY WIND, August, 310.
See "Segmentation Research"

Specification of Patronage Models for Retail Center Choice, DAVID A. GAUTSCHI, May, 162.
See "Econometric Models"

The Theory of Stochastic Preferences: Further Comments and Clarifications, SUBHASH SHARMA, August, 364.

The theory of stochastic preference and brand switching uses market share data and a parameter ρ for generating switching matrices. In particular, ρ facilitates the generation of different matrices for different product categories having similar market shares. The parameter ρ has been termed a measure of product class brand loyalty. Because of the numerous conceptual definitions of brand loyalty, the author provides some additional insights into the meaningful interpretation of ρ. Furthermore, he emphasizes that at a general level a nonhomogeneous multinomial model can be used to represent most of the brand switching models.

BUYER BEHAVIOR

An Analysis of Energy Consumption Patterns by Stage of Family Life Cycle, DAVID J. FRITZSCHE, May, 227.

The author examines energy consumption by stage of family life cycle while controlling for income and number of family members in the labor force. Conservation and public policy implications are drawn.

Dimensions of Consumer Information Seeking Behavior, GEOFFREY C. KIEL and ROGER A. LAYTON, May, 233.

In a comprehensive study of the behaviors and correlates of information seeking by Australian new car buyers, the authors examine three dimensions of information seeking—a sources of

information dimension, a brand dimension, and a time dimension. Cluster analysis is used to develop consumer taxonomies of search behavior based on measurements of each of the dimensions. The resulting taxonomies are a high search group, a low search group, and three clusters collectively styled selective information seekers. Examination of the correlates of the individual search dimensions suggests that only certain predictors of search behavior are related to the different search dimensions.

Effect of Participation in Marketing Research on Consumer Attitudes Toward Research and Satisfaction with a Service, JOHN E. SWAN, I. FREDRICK TRAWICK, and MAXWELL G. CARROLL, August, 356.
See "Sampling and Survey Research"

Integrating Compositional and Decompositional Analyses to Represent the Intervening Role of Perceptions in Evaluative Judgments, MORRIS B. HOLBROOK, February, 13.
See "Attitude Theory Research"

Linking Product Features to Perceptions: Self-Stated Versus Statistically Revealed Importance Weights, SCOTT A. NESLIN, February, 80.
See "Measurement"

On Using Voice Analysis in Marketing Research, NANCY J. NIGHSWONGER and CLYDE R. MARTIN, JR., August, 350.
See "Measurement"

Relative Information Contributions of Consumer Purchase Intentions and Management Judgment as Explanators of Sales, MURPHY A. SEWALL, May, 249.
See "Sampling and Survey Research"

Social Class Versus Income Revisited: An Empirical Investigation, CHARLES M. SCHANINGER, May, 192.
See "Segmentation Research"

Specification of Patronage Models for Retail Center Choice, DAVID A. GAUTSCHI, May, 162.
See "Econometric Models"

Using Information Processing Theory to Design Marketing Strategies, ALICE M. TYBOUT, BOBBY J. CALDER, and BRIAN STERNTHAL, February, 73.
See "Information Processing"

Using Segmentation Approaches for Better Prediction and Understanding from Consumer Mode Choice Models, IMRAN S. CURRIM, August, 301.
See "Segmentation Research"

CHANNELS OF DISTRIBUTION

Measures of Manifest Conflict in Distribution Channels, JAMES R. BROWN and RALPH L. DAY, August, 263.
Manifest channel conflict is operationalized in terms of the frequency and intensity of disagreements between channel members and the importance of the issues about which they disagree. Six different multiple-item unidimensional measures including from one to all three of these components are evaluated with respect to reliability and validity with a sample of automobile dealers. The measure combining frequency, intensity, and importance multiplicatively is judged superior to the others.

COMPUTER ABSTRACTS

BLOGIT: A Program for Estimation of Multinomial Logit Choice Models, L. W. JOHNSON and F. J. CRITTLE, November, 483.

FACSIM: A Program to Compute the Similarity Indices for Two Groups of Factor Solutions, RAJ ARORA and RONALD VAUGHN, November, 485.

MDSORT: A Special Purpose Multidimensional Scaling Program for Sorting Data, YOSHIO TAKANE, November, 480.

OBVERS: A Computer Program for Obverse Factor Analysis with Rotation, DAVID W. STEWART, November, 481.

PCGEN: A FORTRAN IV Program to Generate Paired-Comparison Stimuli. LAWRENCE M. BALDWIN and GORDON A. ALLEN, November, 479.

ROTATE: A Program for Achieving Congruency by Rotating Factor Pattern Matrices of Two or More Populations, RAJ ARORA, November, 484.

SALEM: A Salesforce Allocation Computer Package, SYED SHAHABUDDIN, November, 482.

ECONOMETRIC MODELS

A Model and Measurement Methodology for Predicting Individual Consumer Choice, RICHARD R. BATSELL and LEONARD M. LODISH, February, 1.
See "Measurement"

A Model of Multiattribute Judgments Under Attribute Uncertainty and Informational Constraint, ROBERT J. MEYER, November, 428.
A multiattribute judgment model is advanced which is purported to characterize how consumers form evaluations of products when information about products' attributes is limited and variability or unreliability is present within attributes. The model is based on the hypothesis that the subjective value consumers associate with a product attribute can be represented in terms of a weighted average of the value of the information they have received about that attribute and the perceived mean value of that attribute within the product class. This average is integrated with the consumer's perception of the amount of variability both within and between other alternatives on that attribute—a measure of uncertainty. A series of laboratory experiments testing aspects of the model are described. Results support both the model's predictions and aspects of its structure.

An Empirical Test of Models of Salespersons' Job Expectancy and Instrumentality Perceptions, R. KENNETH TEAS, May, 209.
See "Salesforce Research"

Comment on "Modeling Consumer Purchase Events: A Reply to Lawrence," RAYMOND J. LAWRENCE, November, 470.
Lawrence responds to Morrison's critique of "Lognormal Distribution of Buying Frequency Rates."

Evaluating Structural Equation Models With Unobservable Variables and Measurement Error, CLAES FORNELL and DAVID F. LARCKER, February, 39.
The statistical tests used in the analysis of structural equation models with unobservable variables and measurement error are examined. A drawback of the commonly applied chi square test, in addition to the known problems related to sample size and power, is that it may indicate an increasing correspondence between the hypothesized model and the observed data as both the measurement properties and the relationship between constructs decline. Further, and contrary to common assertion, the risk of making a Type II error can be substantial even when the sample size is large. Moreover, the present testing methods are unable to assess a model's explanatory power. To overcome

these problems, the authors develop and apply a testing system based on measures of shared variance within the structural model, measurement model, and overall model.

Evaluating Structural Equation Models With Unobservable Variables and Measurement Error: A Comment, RICHARD P. BAGOZZI, August, 375.

The author comments on Fornell and Larcker's article in the February 1981 issue of *JMR*. He indicates some limitations of the analyses, pinpoints where they can be misleading, and introduces some new notions.

Modeling and Forecasting Sales Data by Time Series Analysis, S. G. KAPOOR, P. MADHOK, and S. M. WU, February, 94.

See "Forecasting"

Modeling Consumer Purchase Events: A Reply to Lawrence, DONALD G. MORRISON, November, 465.

In the May 1980 issue of *JMR*, Lawrence replaces the gamma distribution on the purchasing rate component of the negative binomial model with the lognormal distribution. In this response the author shows that Lawrence's modeling effort is incomplete and that his data analysis is inconsistent with his implied model. In addition it is argued that the gamma distribution *per se* has some major advantages with respect to the lognormal distribution proposed by Lawrence.

On the Prediction Power of Market Share Attraction Models, PH. NAERT and M. WEVERBERGH, May, 146.

Logical consistency of market share models has received considerable attention in the recent marketing literature. The reports suggest that, at least theoretically, attraction-type specifications are more easily justified than the ones commonly used in empirical work. The authors examine whether the theoretical superiority also implies a better predictive performance. The empirical results give a tentatively affirmative answer.

Specification of Patronage Models for Retail Center Choice, DAVID A. GAUTSCHI, May, 162.

The author explores possible specification biases of conventional retail patronage models stemming from important omitted variables and from the composition of the set of alternative retail centers. The inclusion of characteristics of retail centers and of transportation modes is attempted in a systematic manner. The models are tested on a set of planned suburban shopping centers and traditional, unplanned downtown centers. Strong empirical evidence is reported which suggests that consumers consider a combination of retail center and transportation mode characteristics in their decisions to patronize alternative retail centers.

Structural Equation Models With Unobservable Variables and Measurement Error: Algebra and Statistics, CLAES FORNELL and DAVID F. LARCKER, August, 382.

Several issues relating to goodness of fit in structural equations are examined. The convergence and differentiation criteria, as applied by Bagozzi, are shown not to stand up under mathematical or statistical analysis. The authors argue that the choice of interpretative statistic must be based on the research objective. They demonstrate that when this is done the Fornell-Larcker testing system is internally consistent and that it conforms to the rules of correspondence for relating data to abstract variables.

EXPORT MARKETING

Internal Determinants of Export Marketing Behavior: An Empirical Investigation, S. TAMER CAVUSGIL and JOHN R. NEVIN, February, 114.

Although interest in export marketing has been growing rapidly, only a few empirical studies have been conducted on the internal determinants of the export marketing behavior of firms. The authors identify several potential internal determinants of export marketing behavior and empirically assess their significance. The findings indicate that a number of management and firm characteristics account for a substantial portion of the variation in the export marketing behavior of firms.

FORECASTING

A Model and Measurement Methodology for Predicting Individual Consumer Choice, RICHARD R. BATSELL and LEONARD M. LODISH, February, 1.

See "Measurement"

Attentive Audience Delivery of TV Advertising Schedules, WILLIAM O. BEARDEN, ROBERT S. HEADEN, JAY E. KLOMPMAKER, and JESSE E. TEEL, May, 187.

See "Advertising and Media Research"

Modeling and Forecasting Sales Data by Time Series Analysis, S. G. KAPOOR, P. MADHOK, and S. M. WU, February, 94.

Time series modeling technique is used to model a series of sales data in which seasonality causes distinct spike peaks. The analysis of actual sales data shows that the seasonality in the data can be approximated by a deterministic function and the stochastic component is a sixth-order autoregressive moving average model. Use of the combined deterministic and stochastic models to derive the minimum mean squared forecast yields reliable results.

On the Prediction Power of Market Share Attraction Models, PH. NAERT and M. WEVERBERGH, May, 146.

See "Econometric Models"

Relative Information Contributions of Consumer Purchase Intentions and Management Judgment as Explanators of Sales, MURPHY A. SEWALL, May, 249.

See "Sampling and Survey Research"

Using Segmentation Approaches for Better Prediction and Understanding from Consumer Mode Choice Models, IMRAN S. CURRIM, August, 301.

See "Segmentation Research"

Using S-Shaped Curves to Predict Response Rates, RICHARD W. HILL, May, 249.

See "Sampling and Survey Research"

INFORMATION PROCESSING

Dimensions of Consumer Information Seeking Behavior, GEOFFREY C. KIEL and ROGER A. LAYTON, May, 233.

See "Buyer Behavior"

Integrating Compositional and Decompositional Analyses to Represent the Intervening Role of Perceptions in Evaluative Judgments, MORRIS B. HOLBROOK, February, 13.

See "Attitude Theory Research"

Linking Product Features to Perceptions: Self-Stated Versus Statistically Revealed Importance Weights, SCOTT A. NESLIN, February, 80.

See "Measurement"

Using Information Processing Theory to Design Marketing Strategies, ALICE M. TYBOUT, BOBBY J. CALDER, and BRIAN STERNTHAL, February, 73.

The research demonstrates the usefulness of information pro-

cessing in designing marketing strategy. Two strategies based on information processing theory are shown to be effective in combating the impact of an adverse rumor. The traditional theoretical and intuitive strategy of directly refuting a rumor is shown to be ineffective.

MEASUREMENT

A Model and Measurement Methodology for Predicting Individual Consumer Choice, RICHARD R. BATSELL and LEONARD M. LODISH, February, 1.

The authors describe a model and measurement methodology by which to predict the probability that an individual consumer will choose a product from an offered set of competing products. After a brief review of alternative approaches, they use a simple example to illustrate the proposed methodology. They demonstrate the empirical validity of the methodology by using data from an experiment in repetitive choice.

Alternative Estimation Methods for Conjoint Analysis: A Monté Carlo Study, DICK R. WITTINK and PHILIPPE CATTIN, February, 101.

Conjoint analysis has been applied in a large number of commercial projects as well as in many noncommercial studies. Often MONANOVA, a nonmetric technique, is applied to a preference rank order obtained for a set of hypothetical objects. The authors report simulation results obtained for four alternative estimation procedures, ANOVA, LINMAP, LOGIT, and MONANOVA. The results suggest, within the limitations of the simulation study, that ANOVA may be the preferred procedure for compensatory models, whereas LINMAP is most likely to provide the best predictive validity for models with a dominant attribute.

Assessing Measurement Error in Key Informant Reports: A Methodological Note on Organizational Analysis in Marketing, LYNN W. PHILLIPS, November, 395.

The author examines the reliability and validity of measures of organizational characteristics used in previous marketing studies in the areas of strategic planning and distribution channels. Key informants in 506 wholesale-distribution companies provided reports on (1) characteristics of the firm's product portfolio and (2) characteristics of the firm's power-dependence relations with its major suppliers and customers. In contrast to previous investigations, which sampled only a single informant per unit of analysis, data were collected from multiple informants in each firm. Results showed that informant reports often achieved convergent and discriminant validity when variance due to methods factors was explicitly modeled. However, partitioning of variance according to trait, method, and random error components showed that informant reports often exhibited less than 50% variance attributable to the trait factor under investigation. Implications of the findings are discussed for those marketing studies which focus on organizations or organizational subunits as the unit of analysis.

Construct Validity: A Review of Basic Issues and Marketing Practices, J. PAUL PETER, May, 133.

An attempt is made to explicate the meaning of construct validity. Operational issues in the process of construct validation are investigated. A subset of *JMR* studies involving construct validation are reviewed and the role of construct validity in marketing is considered.

Evaluating Structural Equation Models With Unobservable Variables and Measurement Error, CLAES FORNELL and DAVID F. LARCKER, February, 39.

See "Econometric Models"

Evaluating Structural Equation Models With Unobservable Variables and Measurement Error: A Comment, RICHARD P. BAGOZZI, August, 375.

See "Econometric Models"

Linking Product Features to Perceptions: Self-Stated Versus Statistically Revealed Importance Weights, SCOTT A. NESLIN, February, 80.

The author compares self-stated and statistical techniques for linking product features to perceptions. An empirical application shows an analysis of variance model to be superior with respect to predictive validity, and thus supports the use of statistical rather than self-stated methods for linking features to perceptions.

Measures of Manifest Conflict in Distribution Channels, JAMES R. BROWN and RALPH L. DAY, August, 263.

See "Channels of Distribution"

Model Misspecification in Multiattribute Parameter Estimation, FRANK J. CARMONE and PAUL E. GREEN, February, 87.

See "Regression and Other Statistical Techniques"

On Using Voice Analysis in Marketing Research, NANCY J. NIGHSWONGER and CLAUDE R. MARTIN, JR., August, 350.

Voice analysis has received attention recently in both the marketing/advertising literature and among marketing research practitioners. The authors summarize the concept behind the technique and identify major concerns with its use. They draw upon research from other disciplines, particularly psycholinguistics, psychosomatic medicine, polygraphy, and acoustics for their discussion.

Structural Equation Models With Unobservable Variables and Measurement Error: Algebra and Statistics, CLAES FORNELL and DAVID F. LARCKER, August, 382.

See "Econometric Models"

REGRESSION AND OTHER STATISTICAL TECHNIQUES

Alternative Estimation Methods for Conjoint Analysis: A Monté Carlo Study, DICK R. WITTINK and PHILIPPE CATTIN, February, 101.

See "Measurement"

Analysis of Sales Call effectiveness, LEONARD JON PARSONS and PIET VANDEN ABEELE, February, 107.

See "Salesforce Research"

Analyzing Qualitative Predictors with Too Few Data: An Alternative Approach to Handling Sparse-Cell Values, WILLIAM R. DILLON, MATTHEW GOLDSTEIN, and LUCY LEMENT, February, 63.

The marketing manager faces several dilemmas when analyzing multivariate frequency data. If the choice is to analyze a series of two-dimensional condensed tables, the interrelationships between those factors not in the table will be lost and biased inferences can result. If the decision is to analyze the complete multiway table, many of the cells may be sparse. The authors address the issue of how best to handle sparse-cell values in the context of a marketing data set relating store choice behavior to a number of shopper-specific variables. A simple new approach to this problem, which utilizes loglinear modeling techniques, is developed and contrasted with alternative remedies. The results of the comparative analysis show the proposed approach performs well, especially in the correct classification of seemingly unclassifiable shoppers.

Evaluating Structural Equation Models With Unobservable Variables and Measurement Error, CLAES FORNELL and DAVID

F. LARCKER, February, 39.
See "Econometric Models"

Evaluating Structural Equation Models With Unobservable Variables and Measurement Error: A Comment, RICHARD P. BAGOZZI, August, 375.
See "Econometric Models"

Identification and Analysis of Moderator Variables, SUBHASH SHARMA, RICHARD M. DURAND, and ODED GUR-ARIE, August, 291.
Although the concept of moderator variables has been used extensively in marketing-related studies, much confusion persists as to how they are defined and identified. To alleviate this confusion, the authors present a typology of moderator variables with a framework for identifying their presence and type. Simulated data are used to illustrate and validate the proposed framework.

Latent Root Regression: An Alternate Procedure for Estimating Parameters in the Presence of Multicollinearity, SUBHASH SHARMA and WILLIAM L. JAMES, May, 154.
Marketing data are almost always plagued by multicollinearity. The most popular approach to addressing the problem is ridge regression which is one of the biased estimation procedures. The authors introduce to marketing a relatively new biased estimation procedure called "latent root regression." This procedure, unlike other biased estimation procedures, not only provides stable estimates in the presence of multicollinearity, but also provides a measure for determining whether or not a biased estimation procedure is appropriate. The use of latent root regression is illustrated with previously published marketing data.

Model Misspecification in Multiattribute Parameter Estimation, FRANK J. CARMONE and PAUL E. GREEN, February, 87.
Most applications of conjoint analysis have emphasized main-effects models, largely because fewer data points are needed to fit that type of model at the individual level. The authors suggest that such simplifications can lead to poor predictions when the underlying utility functions depart from the simplicity of a main-effects model. They also show how compromise designs, which allow orthogonal estimation of selected two-way interactions (as well as main effects), can provide a more general experimental design in cases where a specified set of two-way interactions is suspected.

Overlapping Clustering: A New Method for Product Positioning, PHIPPS ARABIE, J. DOUGLAS CARROLL, WAYNE DeSARBO, and JERRY WIND, August, 310.
See "Segmentation Research"

Selection Procedures: A New Statistical Methodology and Its Applications for Marketing Research, JEAN DICKINSON GIBBONS and ODED GUR-ARIE, November, 449.
Traditional methods of analysis do not provide the researcher with means for selecting the "best" among several alternatives while having control over the probability of being correct. The authors present the indifference zone approach and the subset-selection approach to selection problems. The findings of several recent studies are used as illustrative examples.

Statistical Power and Effect Size in Marketing Research, ALAN G. SAWYER and A. DWAYNE BALL, August, 275.
Statistical power and effect size are not considered sufficiently by marketing researchers. The authors discuss how better attention to these two factors can improve the planning, execution, and reporting of marketing and consumer research. Suggestions are offered about how to increase effect size and improve statistical power.

Structural Equation Models With Unobservable Variables and Measurement Error: Algebra and Statistics, CLAES FORNELL and DAVID F. LARCKER, August, 382.
See "Econometric Models"

The Application and Misapplication of Factor Analysis in Marketing Research, DAVID W. STEWART, February, 51.
The use of factor analysis as a method for examining the dimensional structure of data is contrasted with its frequent misapplication as a tool for identifying clusters and segments. Procedures for determining when a data set is appropriate for factoring, for determining the number of factors to extract, and for rotation are discussed.

The Design of Advertising Experiments Using Statistical Decision Theory, JAMES L. GINTER, MARTHA C. COOPER, CARL OBERMILLER, and THOMAS J. PAGE, JR., February, 120.
See "Advertising and Media Research"

The Theory of Stochastic Preferences: Further Comments and Clarification, SUBHASH SHARMA, August, 364.
See "Brand Choice"

Using S-Shaped Curves to Predict Response Rates, RICHARD W. HILL, May, 240.
See "Sampling and Survey Research"

SALESFORCE RESEARCH

An Empirical Test of Models of Salespersons' Job Expectancy and Instrumentality Perceptions, R. KENNETH TEAS, May, 209.
The author reports the results of a study of the motivational implications of the industrial salesperson's personal characteristics and his or her perceptions of the job, the company's organization, and selling constraints. Predictor equations for the salesperson's expectancy and instrumentality estimates are tested empirically. The results indicate the salesperson's personal characteristics and his or her perceptions of supervisory style, organizational communication, job significance and autonomy, job variety and completeness, job complexity, and selling constraints are potentially important predictors of salesforce motivation.

Analysis of Sales Call Effectiveness, LEONARD JON PARSONS and PIET VANDEN ABEELE, February, 107.
The sales response of an established ethical drug to sales calls by one Belgian pharmaceutical manufacturer is measured. A key feature is the systematic variation in the sales call elasticity over time as a function of the collateral material used.

SAMPLING AND SURVEY RESEARCH

Assessing Measurement Error in Key Informant Reports: A Methodological Note on Organizational Analysis in Marketing, LYNN W. PHILLIPS, November, 395.
See "Measurement"

Effect of Participation in Marketing Research on Consumer Attitudes Toward Research and Satisfaction with a Service, JOHN E. SWAN, I. FREDRICK TRAWICK, and MAXWELL G. CARROLL, August, 356.
In on-site research the sponsor is often obvious. Whether participation in research creates consumer dissatisfaction with being in the study and with the sponsor's service is an important question. Using an experimental design, the authors investigated consumer reaction to and satisfaction with participation in on-site

research and the food and service in a restaurant. The effect of a pretest also was studied. Results indicate a positive response to the research and no adverse effects on the sponsor. No effect due to the pretest is found.

Effects of Foot-in-the Door, Cash Incentives, and Followups on Survey Response, DAVID H. FURSE, DAVID W. STEWART, and DAVID L. RADOS, November, 473.

Only followup contacts and monetary incentives have been shown to be consistently effective in improving survey response rates. Recently researchers have been encouraged by findings that compliance with a smaller request (i.e., a foot-in-the-door) increases the probability of subsequent compliance with a larger request and have sought to exploit the technique to increase survey responses. In the authors' study, the "foot" had no effect on initial responses to a mail survey, but did affect responses to a followup request. A cash incentive worked significantly better than the "foot." No difference was found in the overall response rates whether the incentive was sent with the initial or followup mailing or with both mailings.

Relative Information Contributions of Consumer Purchase Intentions and Management Judgment as Explanators of Sales, MURPHY A. SEWALL, May, 249.

The author compares the information content from intention surveys with management's judgmental estimates of consumers' intentions. Results indicate that both consumer data and judgmental estimates provide management with significant incremental information.

Time Cue and Time Perception Effect on Response to Mail Surveys, JACOB HORNIK, May, 243.

The purpose of the study is to investigate the effect of a time-cue technique on time perception and subsequently on response behavior. Time perception is manipulated by changing time cues on the cover letter. Results show that perceived short completion time stimulates a heavier, more immediate response but does not produce noticeable changes in response quality and bias. Findings suggest that response behavior can be improved by manipulating conditions that facilitate "short" time perception.

Uninformed Response Error in Survey Research, DEL I. HAWKINS and KENNETH A. CONEY, August, 370.

Using a survey of 500 menbers of the general public and 500 lawyers from four cities, the authors examine uninformed response error in survey research. By asking respondents to evaluate the past performance of a fictitious public agency, the authors examine the impact of interest in the topic, the nature of the surrounding material, and the presence of a "don't know" option on the tendency to provide an uninformed response.

Using S-Shaped Curves to Predict Response Rates, RICHARD W. HILL, May, 240.

Data used to fit an exponential growth model to the number of questionnaires returned over a 17-week period are re-examined and used to fit a limited growth model. The limited growth model appears to fit the data better.

SCALING METHODS

A Scale to Measure Self-Concepts, Person Concepts, and Product Concepts, NARESH K. MALHOTRA, November, 456.

The author describes the construction of a scale to measure self-concepts, person concepts, and product concepts. Multivariate analysis and multidimensional scaling procedures are employed to develop a 15-item semantic differential scale. Measures of test-retest reliability are reported. Validity of the scale is assessed by the multitrait-multimethod matrix approach.

SEGMENTATION RESEARCH

Analyzing Qualitative Predictors with Too Few Data: An Alternative Approach to Handling Sparse-Cell Values, WILLIAM R. DILLON, MATTHEW GOLDSTEIN, and LUCY LEMENT, February, 63.

See "Regression and Other Statistical Techniques"

Overlapping Clustering: A New Method for Product Positioning, PHIPPS ARABIE, J. DOUGLAS CARROLL, WAYNE DeSARBO, and JERRY WIND, August, 310.

Most clustering techniques used in product positioning and market segmentation studies render mutually exclusive equivalence classes of the relevant products or subjects space. Such classificatory techniques are thus restricted to the extent that they preclude overlap between subsets or equivalence classes. An overlapping clustering model, ADCLUS, is described which can be used in marketing studies involving products/subjects that can belong to more than one group or cluster simultaneously. The authors provide theoretical justification for and an application of the approach, using the MAPCLUS algorithm for fitting the ADCLUS model.

Social Class Versus Income Revisited: An Empirical Investigation, CHARLES M. SCHANINGER, May, 192.

In the early 1970s several studies refuted the superiority of social class to income as a basis for segmenting the markets for a wide variety of durable and nondurable goods. This study also examines the relative effectiveness of social class and income, as well as their combination, over a wide range of consumption areas. The author uses frequency of usage criteria for nondurables and quality or feature-level indices for durables. MANOVA, ANOVA, and loglinear modeling results show social class to be superior to income in segmenting food and non-soft drink/non-alcoholic beverage markets, as well as shopping behavior and evening television viewing. Income is superior to social class for major appliances, soft drinks, mixers, and alcoholic beverages. The combination of income and social class is superior for makeup and clothing, as well as automobile and television ownership, and thus a modified form of the relative income and status incongruence hypotheses is supported.

The Application and Misapplication of Factor Analysis in Marketing Research, DAVID W. STEWART, February, 51.

See "Regression and Other Statistical Techniques"

Using Segmentation Approaches for Better Prediction and Understanding from Consumer Mode Choice Models, IMRAN S. CURRIM, August, 301.

The diagnostic and predictive efficacy of market segmentation and the relative power of two segmentation schemes (benefit and situational) are investigated by using a market share probabilistic choice model (LOGIT) as a dependent variable. The model relates consumer perceptions of several alternatives on various characteristics to discrete choice and is estimated first for the entire sample and then for each of the benefit and situational market segments. Empirical findings derived from data on consumers' transportation preferences, perceptions, and choices in the San Francisco Bay area suggest that the models provide fairly accurate estimates of market share and that using the segmentation concept affords diagnostic and predictive advantages.

SOCIAL ISSUES AND PUBLIC POLICY

Advertising and Public Policy: The Macroeconomic Effects of Advertising, ROBERT JACOBSON and FRANCO M. NICOSIA, February, 29.
See "Advertising and Media Research"

An Analysis of Energy Consumption Patterns by Stage of Family Life Cycle, DAVID J. FRITZSCHE, May, 227.
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An Examination of Comparative and Noncomparative Television Commercials: The Effects of Claim Variation and Repetition on Cognitive Response and Message Acceptance, GEORGE E. BELCH, August, 333.
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*Abbreviations: c.a., computer abstract; n, research note; r, book review.

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ADVERTISING AND MEDIA RESEARCH

Advertising and Public Policy: The Macroeconomic Effects of Advertising, ROBERT JACOBSON and FRANCO M. NICOSIA, February 1981, 29.

Four research traditions on the effects of advertising are identified, and one of them—the tradition of macroeconomic studies—is carefully differentiated from the other three. A review of this macro tradition is undertaken to retrace the kinds of questions raised about the macro effects of advertising, evaluate the statistical procedures used to ascertain the causal nature of macro advertising relationships, and specify the ideal research design for studying advertising macro effects. Moving toward the implementation of this design, the authors present and interpret the findings from the first stage of their work. Emphasis is on the relevance of macro studies for public policy makers (legislators, regulators, and courts), whose decisions affect the life of the advertising institution, and for those advertisers, agencies, and media that can understand and apply the implications of the information provided by macro studies,

Advertising and the S-Curve: A New Approach, J. K. JOHANSSON, August 1979, 346.

A flexible class of sigmoid or "S-shaped" functions useful in estimating the relationship between advertising and sales or market share is developed. The class, called the "odds" models, consists of functions able to depict relationships ranging from diminishing returns to nonsymmetric S-curves, including different saturation levels and nonzero intercepts. Which one of the member models applies to a given set of data can be determined on the basis of the estimated advertising coefficient, and thus it is easy to identify whether or not the relationship under analysis is S-shaped.

Advertising Decision Rules in a Multibrand Environment: Optimal Control Theory and Evidence, MARIO J. PICCONI and CHARLES L. OLSON, February 1978, 82.

The authors postulate that the firm pursues a present value profit maximization goal in determining its advertising strategy. Advertising is included in the profit function nonlinearly as a factor cost and as a demand stimulant. On the basis of optimal control theory, an optimal advertising-sales ratio decision rule is formulated with respect to the brand's demand parameters. Reliably collected data on sales and advertising expenditures on a bimonthly basis were used to obtain empirical estimates of the brand parameters. A simultaneous estimation of the demand parameters of all the competing brands was performed to harness efficiently the information inherent in the system of brand demand equations. Comparing the firm's behavior on brand advertising with the derived decision rule ratio suggests the potential usefulness of such analytical models for improving the productivity of advertising expenditures and for determining the change in advertising policy which would be approriate in the event of changes in a brand's demand sensitivity.

Advertising-Selling Interactions: An Attribution Theory Experiment, WILLIAM R. SWINYARD and MICHAEL L. RAY, November 1977, 509.

Two common assumptions about advertising-selling interactions are challenged by a field experiment. The generality of "advertising paves the way for selling" is questioned by results showing selling-before-advertising to be more effective than advertising-before-selling. "Salesmen are born not made" is questioned because the easily learned "labeling" technique markedly increased selling effectiveness and its interaction with advertising.

Advertising Wearout: An Experimental Analysis, C. SAMUEL CRAIG, BRIAN STERNTHAL, and CLARK LEAVITT, November 1976, 365.

Two experiments were conducted to examine the effect of very high levels of print ad repetition on brand name recall. In experiment I, the wearout in recall observed in natural settings was replicated in the laboratory. Experiment II examined whether

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this wearout was attributable to subjects' inattention to ads and reactance to substantial repetition levels. When these factors were controlled experimentally, no wearout was observed; the highest repetition level yielded greater or as much persistence in brand name recall as lower repetition levels. The implications of these data for maketing practice and theory are discussed.

Applied Dynamic Pricing and Production Models with Specific Application to Broadcast Spot Pricing, LEONARD M. LODISH, May 1980, 203.

See "Pricing Research"

An Examination of Comparative and Noncomparative Television Commercials: The Effects of Claim Variation and Repetition on Cognitive Response and Message Acceptance, GEORGE E. BELCH, August 1981, 333.

A cognitive response approach is used to examine the effects of one- and two-sided comparative and noncomparative commercials seen over three levels of repetition. Results indicate qualitative differences in the mediating roles of cognitive responses for comparative and noncomparative messages. However, no differences in the relative effectiveness of comparative and noncomparative messages are found for attitude and purchase intention measures. Also, message sidedness does not have a moderating impact on reactions to the two types of messages, and reactions to comparative messages are not influenced by prior preferences for the comparison brand.

Are Product Attribute Beliefs the Only Mediator of Advertising Effects on Brand Attitude? ANDREW A. MITCHELL and JERRY C. OLSON, August 1981, 318.

Fishbein's attitude theory posits that beliefs are the only mediators of attitude formation and change. The validity of this proposition for consumers' beliefs about product and brand attributes was examined in the context of an advertising effects study. To manipulate product attribute beliefs and to create settings in which other mediation processes might occur, the authors exposed subjects to simple advertisements that contained either a verbal claim or visual information. Level of repetition also was varied. As expected, product attribute beliefs mediated attitude formation. However, another variable, termed attitude toward the advertisement, also mediated brand attitudes and purchase intentions. The authors discuss alternative explanations for the results and offer suggestions for future research.

Attentive Audience Delivery of TV Advertising Schedules, WILLIAM O. BEARDEN, ROBERT S. HEADEN, JAY E. KLOMPMAKER, and JESSE E. TEEL, May 1981, 187.

Television program ratings are used extensively by media planners in developing advertising schedules for use in marketing strategies. The authors describe a study of TV program exposure and attention that produced two equations for predicting attentive audience delivery of TV advertising schedules from program ratings and may thus facilitate media planning.

Attribution Theory Implications for Advertisement Claim Credibility, LINDA L. GOLDEN, February 1977, 115.

In an advertising experiment investigating message claim credibility, realistically the researcher probably is not dealing with naive respondents. Thus, the respondents' past experiences with advertising become a part of the attributional process. A reply is made to "Comments on Attribution Theory and Advertiser Credibility."

Black and White Consumer Sales Response to Black Models, PAUL J. SOLOMON, RONALD F. BUSH, and JOSEPH F. HAIR, JR., November 1976, 431.

See "Buyer Behavior"

Cognitive Effects of Deceptive Advertising, JERRY C. OLSON and PHILIP A. DOVER, February 1978, 29.

See "Social Issues and Public Policy"

Comment on "An Experimental Investigation of Comparative Advertising: Impact of Message Appeal, Information Load, and Utility of Product Class," MARK B. TRAYLOR, May 1981, 254.

The author comments on an article by Goodwin and Etgar which appeared in the May 1980 issue of *JMR*.

Comments on "Attribution Theory and Advertiser Credibility," ROBERT A. HANSEN and CAROL A. SCOTT, May 1976, 193.

A recent *JMR* article summarized attribution theory and presented data from an experiment predicated on this theoretical framework. Several conceptual and methodological issues in this original article are discussed and the conclusions drawn from the data are questioned.

Communications-Effectiveness of Comparative Advertising: A Laboratory Analysis, V. KANTI PRASAD, May 1976, 128.

Recent debate on comparative advertising has focused on its ethical rather than its effectiveness dimension. A laboratory experiment was performed to assess the communications-effectiveness of a comparative advertisement in relation to its "brand X" counterpart. Results indicate that though a comparative advertising format can enhance message recall to some extent, it also can result in some loss of effectiveness from consumer perceptions of low credibility of its claims.

Comparative Analysis of the Roles Portrayed by Women in Print Advertisements, A: 1958, 1970, 1972, AHMED BELKAOUI and JANICE BELKAOUI, May 1976, 168.

A content analysis on the portrayal of women in print advertisements is reported. A comparison with 1970 and 1972 studies suggests that advertisements have not kept up with the times in portraying women in the wide variety of roles they play in today's world.

Consumer Perceptions of Comparative Price Advertisements, ALBERT J. DELLA BITTA, KENT B. MONROE, and JOHN M. McGINNIS, November 1981, 416.

The authors analyze the issue of comparative price advertising from a behavioral perspective. Because public policy recognizes that comparative pricing may lead to consumer misperceptions, the authors review the regulatory setting and pose several research questions that need to be addressed. A complex experiment and replication examining some of these questions is reported.

Consumer Reactions to Explicit Brand Comparison in Advertisements, LINDA L. GOLDEN, November 1979, 517.

The relative influence of comparative and noncomparative advertising on purchase intention ratings, perceptions of believability, credibility, quantity of information, and usefulness of information is investigated. The impact of the advertiser's competitive position, claim substantiation, and theme are considered, and the degrees of brand loyalty toward the advertised and competing brands are treated as covariates. Results indicate that ratings of purchase intentions, believability, and credibility were not differentially affected by comparative and noncomparative advertisements; however, the relative effectiveness of

comparative advertising is influenced by the theme and advertiser's competitive position. The terms in the model did not explain a significant amount of the variation in ratings of quantity and usefulness of information.

Consumers' Level of Prejudice and Response to Black Models in Advertisements, RONALD F. BUSH, JOSEPH F. HAIR, JR., and PAUL J. SOLOMON, August 1979, 341.

The authors report the results of a 2 × 3 factorial experiment which measures high and low prejudice white consumers' evaluations of ads for which models' race is manipulated. The study disconfirms the results of a previous study which differ substantially from those of the general body of literature on the effects of black models. The response of consumers to black models is found to be consistent with previous research findings.

Contextual Influences on Consumer Price Responses: An Experimental Analysis, ERIC N. BERKOWITZ and JOHN R. WALTON, August 1980, 349.

See "Pricing Research"

Controlled Field Study of Corrective Advertising Using Multiple Exposures and a Commercial Medium, A, RICHARD. W. MIZERSKI, NEIL K. ALLISON, and STEPHEN CALVERT, August 1980, 341.

An "on-air" radio test was made of the Listerine corrective advertising remedy. The method applied is an improvement on previously used approaches in terms of "natural" exposure, multiple exposure to the corrective commercial, and a separation of experimental treatments from the dependent measures. In contrast to the results of previous studies, the corrective commercial is found to be effective in lowering target beliefs, yet precise enough to have no significant effect on any other dependent variables.

Design of Advertising Experiments Using Statistical Decision Theory, The, ROBERT C. BLATTBERG, May 1979, 191.

The author explains how decision theory can be applied to the design and evaluation of advertising experiments and discusses its application to marketing problems.

Duplication of Viewing Law and Television Media Schedule Evaluation, The, ROBERT S. HEADEN, JAY E. KLOMPMAKER, and RONALD T. RUST, August 1979, 333.

Patterns of television audience duplication (overlap of audiences between media vehicles) in the United States are found to be more complex than those in the United Kingdom. A new model of duplication is developed and shown to be better than previous estimates of the Viewing Law in describing television audience duplication in the U.S.

Econometric Measurements of the Duration of Advertising Effect on Sales, DARRAL G. CLARKE, November 1976, 345.

A survey of the econometric literature is undertaken to determine the duration of cumulative advertising effect on sales. The surveyed studies yield conflicting estimates of the duration interval. The data interval is shown to have a powerful influence on the implied duration of advertising effect. The evidence leads to the conclusion that the cumulative effect of advertising on sales lasts for only months rather than years.

Econometric Measurement of the Duration of Advertising Effect on Sales: A Comment, YORAM C. PELES, May 1979, 284.

See "Econometric Models"

Effectiveness of Industrial Print Advertisements Across Product Categories, The, DOMINIQUE M. HANSSENS and BARTON A. WEITZ, August 1980, 294.

The relationships between 24 print ad characteristics and recall, readership, and inquiry-generation measures of effectiveness are examined for 1160 industrial ads. Both recall and readership are strongly related to format and content characteristics of industrial ads. The relationship between inquiry-generation and ad characteristics is significant but weaker. Some characteristics, such as ad size and position in the magazine, are consistently related to effectiveness across product categories and effectiveness measures. The effects of other characteristics, such as the use of four colors and attention-getting techniques, are specific to the product category and effectiveness measure. In addition to these substantive findings, methodological issues in model development and testing are presented.

Effects of Price and Advertising in Test-Market Experiments, GERALD J. ESKIN and PENNY H. BARON, November 1977, 499.

The effects of price and advertising expenditures on new-product sales are examined across four test-market experiments. Assessments of the results in terms of design adequency and their implications for alternative theoretical explanations are offered.

Experiment in Brand Choice, An. P. CHARLTON and A. S. C. EHRENBERG, May 1976, 152.

See "Brand Choice"

Experimental Evaluation of a Proposed Corrective Advertising Remedy, An, MICHAEL B. MAZIS and JANICE E. ADKINSON, May 1976, 178.

An experimental examination was undertaken of a corrective advertising message which had been ordered by an FTC administrative law judge. Results indicate that the corrective advertisement had a substantial influence on the brand belief it was intended to affect and on a related belief which was not the target of the communication. The effect of including the FTC as the source of the corrective message was studied also.

Experimental Investigation of Comparative Advertising, An: Impact of Message Appeal, Information Load, and Utility of Product Class, STEPHEN GOODWIN and MICHAEL ETGAR, May 1980, 187.

A three (message appeal: supportive, brand X, and comparative) by two (product class utility: social and functional) by three (information load: low, medium, and high) factorial experimental design (with covariates) was used to explore communications effectiveness of the three modes of advertising appeals. ANOVA results show that the comparative mode appears to be superior only for the affective responses to the ad itself. The brand X mode of message appeal generally is superior to other modes for cognitive, affective, and conative responses toward the promoted brand. However, the differences are only partially significant at $p < .05$. In no case is the supportive mode superior. Some weak evidence of information overload is also uncovered. Several personality variables did not have significant effects on the relative effectiveness of the different appeals. Lack of substantial interaction effects among the three factors indicates that advertisers can determine message appeal, amount of information provided, and type of products to be promoted independently of each other.

Exposition of the Box-Jenkins Transfer Function Analysis, An, with an Application to the Advertising-Sales Relationship, RICHARD M. HELMER and JOHNY K. JOHANSSON, May 1977, 227.

See "Econometric Models"

Factor Analysis of Media Exposure Data Using Prior Knowledge of the Medium, VERNON J. JONES and FRED H. SILLER, February 1978, 137.

The application of factor analysis to media exposure data has become a tradition in the marketing literature. However, a major difficulty has been to account explicitly for prior knowledge of the medium as part of the factor analytic procedure. The authors demonstrate how prior knowledge can be used in a way that increases interpretability and reliability of factor results.

Fear Appeal Effects in the Field: A Segmentation Approach, JOHN J. BURNETT and RICHARD L. OLIVER, May 1979, 181.

See "Segmentation Research"

Host Selling vs. Premium TV Commercials: An Experimental Evaluation of Their Influence on Children, JOSEPH H. MILLER, JR. and PAUL BUSCH, August 1979, 323.

An experimental analysis of host selling, premium, and announcer television commercials directed toward children was conducted. Stage of cognitive development, sex, and race of the children were assessed as well. Premium format commercials were more effective than host and announcer commercials in producing desired behavioral changes. Girls manifested more favorable attitudes toward the advertised product but there was no difference in the percentage of boys and girls who selected the advertised product. No differences were found between white and black children in attitude or recall but a higher percentage of white children selected the advertised product than did black children.

Impact of Physically Attractive Models on Advertising Evaluations, The, MICHAEL J. BAKER and GILBERT A. CHURCHILL, JR., November 1977, 538.

A considerable amount of social science research suggests an individual's initial perception of and reaction to another individual are affected by the physical attractiveness of the other person. The authors attempt to assess whether this general finding applies to people's perceptions of advertisements.

Improving the Estimation Procedure for the Beta Binomial TV Exposure Model, ROLAND T. RUST and JAY E. KLOMPMAKER, November 1981, 442.

The authors propose an improved model for estimating audience exposure to network television, and test this model against the best previously reported models. The model involves a new method for estimating a beta binomial distribution, which is used to model the frequency distribution of exposure. The new estimation procedure takes explicitly into account several characteristics specific to network television.

Influence of Social Character on Preference for Social Versus Objective Information in Advertising, The, RICHARD W. MIZERSKI and ROBERT B. SETTLE, November 1979, 552.

An experimental investigation was made of the effect of Riesman's construct of social character on consumers' use and preference for social compared with objective information in evaluating products displayed in advertisements. The results suggest that other-directed individuals tend to be more persuasible by advertising, have a preference for additional social information about the product, but do not have the differential preference for advertising appeals suggested by previous research. Attempts to reconcile these findings lead to a model proposing that an individual's social character has little to do with response to advertising, but does exert a significant effect on information preference between ad exposure and possible purchase of a product.

Longitudinal Study of Corrective Advertising, A, ROBERT F. DYER and PHILLIP G. KUEHL, February 1978, 39.

See "Social Issues and Public Policy"

Market Share Response to Advertising: An Example of Theory Testing, DAN HORSKY, February 1977, 10.

The purpose of this study is to formulate and test a model which can assess the impact of advertising on sales, rather than just produce sales forecasts. The proposed model, which incorporates many of the models and concepts previously suggested, is found through predictive tests to be consistent with empirical evidence.

Measurement of Industry Advertising Effects, The, RANDALL L. SCHULTZ and DICK R. WITTINK, February 1976, 71.

A theory of industry advertising effects is outlined which can be used to investigate empirically the influence of selective advertising on primary demand. A set of cases corresponding to this theory is described and a model to discriminate among them is presented.

Measuring the Cumulative Effects of Advertising on Sales: A Response to Peles, DARRAL G. CLARKE, May 1979, 286.

See "Econometric Models"

Models of Competitive Television Ratings, DENNIS GENSCH and PAUL SHAMAN, August 1980, 307.

In a time series analysis of prime time network television viewing data a weekly trigonometric regression model is used to predict the total network viewing for specific times on specific days of the year. These predictions are very accurate. Four network share models, each based on different assumptions about how the activity of television viewing interacts with nonviewing activities and the strength of program loyalties, are used to allocate the total network prediction to specific program predictions. The predictions of the network share model are compared with the highly accurate published predictions of an expert who explained his predictions on the basis of demographic and program content considerations. The predictions of the network share models, which do not utilize demographic or program content information, compare reasonably well with the expert judgment predictions. The authors suggest how demographic, program content, and competitive bridging information would be incorporated within the framework provided by the time series models to produce advanced network scheduling models.

On Using Voice Analysis in Marketing Research, NANCY J. NIGHSWONGER and CLAUDE R. MARTIN, JR., August 1981, 350.

See "Measurement"

Policy-Related Experiments in Information Provision: A Normative Model and Explication, MICHAEL J. HOUSTON and MICHAEL L. ROTHSCHILD, November 1980, 432.

See "Social Issues and Public Policy"

Political Advertising: A Neglected Policy Issue in Marketing, MICHAEL L. ROTHSCHILD, February 1978, 58.

See "Social Issues and Public Policy"

Predicting Audience Exposure to Spot TV Advertising Schedules, ROBERT S. HEADEN, JAY E. KLOMPMAKER, and JESSE E. TEEL, JR., February 1977, 1.

A probabilistic model is developed that relates advertising schedule variables to the attendant audience exposure pattern. Results of a large-sample test of the model are presented, as well as an example of a practical application.

Rachet Model of Advertising Carryover Effects, A, LEONARD J. PARSONS, February 1976, 76.

Advertising expenditures in previous periods influence sales in the current period. Two types of carryover phenomena may be at work, the delayed response effect and the customer holdover effect. A rachet model is compared with the traditional model as a means of measuring carryover effect.

Reducing the Costs of TV Commercials by Use of Time Compressions, JAMES MacLACHLAN and MICHAEL H. SIEGEL, February 1980, 52.

The amount of time needed to broadcast a television commercial can be reduced by means of an electronic process called time compression. A 30-second commercial can be broadcast in 24 seconds by this process. No shift occurs in voice pitch and subjects are not aware that commercials have been altered. Recall scores are substantially higher for time compressed commercials than for their normal speed counterparts. There is a 36% increase in unaided recall scores and a 40% increase in aided recall scores.

Short-Run Advertising Effects on Children: A Field Study, THOMAS S. ROBERTSON and JOHN R. ROSSITER, February 1976, 68.

The effectiveness of children's toy and game commercials was studied in a field setting during the Christmas advertising campaign of November–December 1972. The effect of campaign television advertising on children's toy and game choices was found to be moderate though significant. The findings suggest that the short-term impact of television commercials on children's behavioral choices is similar at all age levels.

Television Commercial Wearout: An Information Processing View, BOBBY J. CALDER and BRIAN STERNTHAL, May 1980, 173.

Repetition of a pattern of television commercials caused wearout in viewers' evaluation of the commercials and the products being advertised. As predicted by an information processing view, wearout was not forestalled by strategies designed to enhance attention.

Test-Retest Correlations and the Reliability of Copy Testing, ALVIN J. SILK, November 1977, 476.

See "Regression and Other Statistical Techniques"

Testing Cumulative Advertising Effects: A Comment on Methodology, DOYLE L. WEISS and PIERRE M. WINDAL, August 1980, 371.

Griliches' test is not completely adequate for discriminating among several popular models of advertising effectiveness and, as a result, its use by several researchers in that area has produced inconclusive results. The authors review some past applications of Griliches' test and develop a testing procedure which will properly discriminate between models of current and cumulative advertising effects. Finally, an empirical example of the proposed procedure is presented.

The Design of Advertising Experiments Using Statistical Decision Theory: An Extension, JAMES L. GINTER, MARTHA C. COOPER, CARL OBERMILLER, and THOMAS J. PAGE, JR., February 1981, 120.

The comparison of classical statistics and decision theory approaches to evaluation of advertising experiments is extended beyond Blattberg's focus on incorporation of prior judgment. Explicit consideration of risk provides a clearer comparison of these two analytic approaches.

The Interaction Between Comparative Advertising and Copy Claim Variation, WILLIAM R. SWINYARD, May 1981, 175.

Despite conceptual benefits expressed for comparative advertising, most studies have found it relatively ineffective and lacking credibility. By means of a field experiment, the author explores the impact of the attribution theory tool of two-sided claims on the credibility and effectiveness of comparative advertising. Results suggest that the effectiveness of comparative advertising might be significantly increased with such tactics.

What Do Zielske's Real Data Really Show About Pulsing?, JULIAN L. SIMON, August 1979, 415.

A spaced advertising schedule is much more dollar-effective than a massed (pulsed) schedule, according to this reanalysis of the experimental data developed by Pomerance and Zielske. This finding is at variance with the conclusions drawn by other writers. The raw Pomerance-Zielske data are published here for the first time; until now only idealized representations of the data have been available, which has been the source of confusion and misunderstanding.

Women's Lib-ers Versus Independent Women: A Study of Preferences for Women's Roles in Advertisements, JACOB M. DUKER and LEWIS R. TUCKER, JR., November 1977, 469.

Young college women who are "independent" and who express profeminist attitudes are shown not to react significantly differently to women's roles in advertisements from women who are not "independent" and do not express profeminist attitudes, or from an intermediate group called "neutrals."

ATTITUDE THEORY RESEARCH

A Few Questions on Consumer Information Processing: Two Product Cases, Coffee and Toothpaste, C. WHAN PARK, May 1978, 243.

See "Information Processing"

A Model of Multiattribute Judgments Under Attribute Uncertainty and Informational Constraint, ROBERT J. MEYER, November 1981, 428.

See "Econometric Models"

Age Differences in Information Processing: A Perspective on the Aged Consumer, LYNN W. PHILLIPS and BRIAN STERNTHAL, November 1977, 444.

See "Information Processing"

An Empirical Test of Salespersons' Job Expectancy and Instrumentality Perceptions, R. KENNETH TEAS, May 1981, 209.

See "Salesforce Research"

Application of Equity Theory to Buyer-Seller Exchange Situations, An, JOHN W. HUPPERTZ, SIDNEY J. ARENSON, and RICHARD H. EVANS, May 1978, 250.

See "Salesforce Research"

Are Product Attribute Beliefs the Only Mediator of Advertising Effects on Brand Attitude? ANDREW A. MITCHELL and JERRY C. OLSON, August 1981, 318.

See "Advertising and Media Research"

Attitude Pollimeter, The: A New Attitude Scaling Device, SHLOMO I. LAMPERT, November 1979, 578.

See "Scaling Methods"

Beyond Attitude Structure: Toward the Informational Determinants of Attitude, MORRIS B. HOLBROOK, November 1978, 545.

The author argues that marketing research has focused too

narrowly on the static structure of attitude at the expense of its informational determinants. An experimental study investigates the effects of one fundamental dimension of advertising content on the components of attitude structure. Specifically, the results suggest that the factualness/evaluativeness of a persuasive message exerts a positive effect on those beliefs considered most important; that these beliefs in turn determine affect; and that these effects of communication on attitude components are mediated by a set of intervening cognitive reactions, such as perceived message credibility. These findings suggest implications for marketing decisions, public policy, and the future course of attitude research in marketing.

Causal Complexity: A Measure of Consumer Causal Attribution, RICHARD W. MIZERSKI, May 1978, 220.
A proposed measure of consumer causal attribution based on the stochastic assumptions of information theory is examined. Given the same product information, subjects who had simple and those who had complex causal arrays were found to be significantly different in terms of their causal attributions, beliefs, and affect toward the stimulus products.

Cognitive Model of the Antecedents and Consequences of Satisfaction Decisions, A. RICHARD L. OLIVER, November 1980, 460.
A model is proposed which expresses consumer satisfaction as a function of expectation and expectancy disconfirmation. Satisfaction, in turn, is believed to influence attitude change and purchase intention. Results from a two-stage field study support the scheme for consumers and nonconsumers of a flu inoculation.

Construct Validity of the Tripartite Classification of Attitudes, The, RICHARD P. BAGOZZI, ALICE M. TYBOUT, C. SAMUEL CRAIG, and BRIAN STERNTHAL, February 1979, 88.
See "Measurement"

Consumer Socialization: A Theoretical and Empirical Analysis, GEORGE P. MOSCHIS and GILBERT A. CHURCHILL, JR., November 1978, 599.
The results of a large-scale study of adolescent consumer socialization are presented. A general conceptual framework of socialization is outlined to serve as a blueprint for discussing variables and hypotheses in the specific context of consumer socialization. The authors then examine the development of several consumption-related skills as a function of variables derived from sociological and developmental theories of socialization.

Consumers' Level of Prejudice and Response to Black Models in Advertisements, RONALD F. BUSH, JOSEPH F. HAIR, JR., and PAUL J. SOLOMON, August 1979, 341.
See "Advertising and Media Research"

Determinants of Scale Response: Label Versus Position, ALBERT R. WILDT and MICHAEL B. MAZIS, May 1978, 261.
See "Scaling Methods"

Development of a Scale to Measure Consumer Discontent, The, WILLIAM J. LUNDSTROM and LAWRENCE M. LAMONT, November 1976, 373.
See "Scaling Methods"

Discriminant Validity of a Product-Anchored Self-Concept Measure, GEORGE E. BELCH and E. LAIRD LANDON, JR., May 1977, 252.
See "Buyer Behavior"

Effect of Individual and Situation-Related Factors on Consumer Selection of Judgmental Models, The, C. WHAN PARK, May 1976, 144.
See "Buyer Behavior"

Effect of Order of Presentation of Similarity Judgments on Multidimensional Scaling Results, The: An Empirical Examination, ARUN K. JAIN and CHRISTIAN PINSON, November 1976, 435.
See "Scaling methods"

Effect of Participation in Marketing Research on Consumer Attitudes Toward Research and Satisfaction with a Service, JOHN E. SWAN, I. FREDRICK TRAWICK, and MAXWELL G. CARROLL, August 1981, 356.
See "Sampling and Survey Research"

Evaluating the Relationships Among Attitude Toward Business, Product Satisfaction, Experience, and Search Effort, RONALD D. ANDERSON, JACK L. ENGLEDOW, and HELMUT BECKER, August 1979, 394.
A simple structural model relating attitudes toward business to product satisfaction, experience in shopping, and search effort is proposed and tested by use of confirmatory factor analysis (COFAMM) and the LISREL model. The fact that the basic hypotheses of the model are supported suggests a positive relation between business attitude and product satisfaction and a negative one between business attitude and information search. The LISREL model is seen as a useful tool in future work in structural modeling.

Field Test of the Relationship Between Cognitive Dissonance and State Anxiety, A, MICHAEL B. MENASCO and DEL I. HAWKINS, November 1978, 650.
An ex post facto field study investigated state anxiety as a measure of the magnitude of postpurchase dissonance. Purchase conditions which should produce varying levels of postpurchase dissonance were found to have a predicted effect on a validated measure of state anxiety. Implications for aspects of marketing strategy and application to the study of consumer behavior are highlighted.

Functional Approach to Attitude Measurement, A, WILLIAM B. LOCANDER and W. AUSTIN SPIVEY, November 1978, 576.
In this research, Katz's functional theory is used to examine theoretical, measurement, and statistical issues surrounding the problems of operationalizing the utilitarian, value-expressive, knowledge, and ego-defensive functions. The results are very encouraging in that they show the functional approach offers a multifaceted, motive-based measure which links motives to attitudes.

Halo Effects in Multiattribute Attitude Models: An Appraisal of Some Unresolved Issues, NEIL E. BECKWITH and DONALD R. LEHMANN, November 1976, 418.
The authors discuss the issues raised by Johansson, MacLachlan, and Yalch concerning halo effects in multiattribute models. It appears that halo effects can provide an upward bias upon the explanative power of individual-level multiattribute attitude models using subjective beliefs indicated by respondents.

Halo Effects in Multiattribute Attitude Models: Some Unresolved Issues, JOHNY K. JOHANSSON, DOUGLAS L. MacLACHLAN, and RICHARD F. YALCH, November 1976, 414.
Certain shortcomings are found in Beckwith and Lehmann's study of the problem of halo effects in multiattribute attitude

models in marketing. The writers contend that the data used were inadequate to test properly for halo effects and thus an inappropriate model was developed.

Information Load and Decision Quality: Some Contested Issues, JACOB JACOBY, November 1977, 569.
See "Information Processing"

Integrating Compositional and Decompositional Analyses to Represent the Intervening Role of Perceptions in Evaluative Judgments, MORRIS B. HOLBROOK, February 1981, 13.
In the study of preference formation, compositional methods (e.g., linear compensatory attitude models) and decompositional techniques (e.g., conjoint analysis) have developed along relatively separate paths. The author attempts to integrate these two approaches via a two-stage model of evaluative judgment whose testing incorporates aspects of both analytic procedures. Specifically, the overall effect of objective product features on affect is broken down into a compositional relationship of affect to perceptions (i.e., attitude structure) and a decompositional analysis of the dependence of perceptions on product features (i.e., psychophysical relations). The approach is illustrated by a study of aesthetic preferences among piano performances differing in four factorially arrayed musical features (tempo, rhythm, dynamics, and phrasing). An integration of decompositional and compositional methods generates a summary path-analytic diagram that clearly represents the process wherein objective product features shape perceptions which, in turn, determine affect. This integrative approach appears to be applicable in several marketing contexts.

Investigation of Situational Variation in Brand Choice Behavior and Attitude, An, KENNETH E. MILLER and JAMES L. GINTER, February 1979, 111.
See "Brand Choice"

Isolating Attitudinal and Normative Influences in Behavioral Intentions Models, PAUL W. MINIARD and JOEL B. COHEN, February 1979, 102.
See "Measurement"

Linear Covariate Model of Warranty Attitudes and Behaviors, A, WILLIAM R. DARDEN and C. P. RAO, November 1979, 466.
See "Econometric Models"

Maximum Likelihood Factor Analysis of Attitude Data, ROGER M. HEELER, THOMAS W. WHIPPLE, and THOMAS P. HUSTAD, February 1977, 42.
See "Regression and Other Statistical Techniques"

On the Validity and Reliability of Direct Similarity Judgments, JOHN O. SUMMERS and DAVID B. MacKAY, August 1976, 289.
The writers raise several conceptual issues concerning direct similarity judgments and provide data on their reliability and validity. The results present a discouraging view of the reliability and validity of these judgments as measures of individual perceptions.

Perceived Risk and Composition Models for Multiattribute Decisions, BERNARD PRAS and JOHN O. SUMMERS, August 1978, 429.
A conceptual scheme for integrating perceived risk into composition models for multiattribute decisions is developed. A comparison of the predictions obtained from the proposed "risk-adjusted" brand/attribute evaluations with those from an expected value measure suggests that perceived risk is significant in the formation of preferences.

Psychographics: Some Additional Findings, THOMAS C. KINNEAR and JAMES R. TAYLOR, November 1976, 422.
See "Buyer Behavior"

Psychometric Development of a Test for Consumer Alienation from the Marketplace, A, NEIL K. ALLISON, November 1978, 565.
Alienation has interested philosophers and researchers for many years, but only recently has empirical study been directed toward consumer alienation from the marketplace. The author reports the development of a test to measure alienation from the marketplace based on psychometric principles. The findings suggest that a reliable and valid measure has been constructed. The consumer alienation scale was found to be unidimensional rather than consisting of identifiable subscales. In addition, areas for future research that will aid the marketing manager in applying knowledge of consumer alienation to decision making are discussed.

Time Changes in Perception: A Longitudinal Application of Multidimensional Scaling, REZA MOINPOUR, JAMES M. McCULLOUGH, and DOUGLAS MacLACHLAN, August 1976, 245.
See "Scaling Methods"

Time Horizon Effects on Product Evaluation Strategies, PETER WRIGHT and BARTON WEITZ, November 1977, 429.
See "Buyer Behavior"

Unsold Prospect, The: Dyadic and Attitudinal Determinants, EDWARD A. RIORDAN, RICHARD L. OLIVER, and JAMES H. DONNELLY, JR., November 1977, 530.
The influence of attitudinal similarities on the dyadic interaction of salesmen and their prospects was examined with particular attention to the unsold prospect. Unsold prospects differed significantly from salesmen and sold prospects on all variables, and perceived role congruence was found to be the major discriminator of unsold prospects.

Validity of Haire's Shopping List Projective Technique, The, JAMES C. ANDERSON, November 1978, 644.

BRAND CHOICE

A Model and Measurement Methodology for Predicting Individual Consumer Choice, RICHARD R. BATSELL and LEONARD M. LODISH, February 1981, 1.
See "Measurement"

Adding Explanatory Variables to a Consumer Purchase Behavior Model: An Exploratory Study, J. MORGAN JONES and FRED S. ZUFRYDEN, August 1980, 323.
See "Buyer Behavior"

Application of a Composite Stochastic Model of Brand Choice, MOSHE GIVON and DAN HORSKY, May 1979, 258.
A composite model of brand choice is presented. It allows individuals to differ in the order of the stochastic process they follow as well as in the magnitude of the process parameters. Procedures for estimating the parameters of the composite model and selecting the best submodel are proposed. Examination of several sets of panel data reveals that in some product categories consumers seem to follow the linear learning model, in some the Bernoulli model, and in some divide into Markovian and Bernoulli segments.

Are Product Attribute Beliefs the Only Mediator of Advertising

Effects on Brand Attitude? ANDREW A. MITCHELL and JERRY C. OLSON, August 1981, 318.
See "Advertising and Media Research"

Attribute Importance: Contrasting Measurements, ROGER M. HEELER, CHIKE OKECHUKU, and STAN REID, February 1979, 60.
See "Measurement"

Comparison of the Internal Validity of Alternative Parameter Estimation Methods in Decompositional Multiattribute Preference Models, A, ARUN K. JAIN, FRANKLIN ACITO, NARESH K. MALHOTRA, and VIJAY MAHAJAN, August 1979, 313.
See "Measurement"

Consumer Reactions to Explicit Brand Comparison in Advertisements, LINDA L. GOLDEN, November 1979, 517.
See "Advertising and Media Research"

Determination of Optimal Sample Sizes in the Beta-Binomial Brand Choice Model, MOSHE M. GIVON, February 1980, 58.
Estimation of parameters in stochastic models of brand choice behavior requires the determination of two sample sizes: the number of consumers and the number of purchase occasions observed for each consumer. A method for determination of optimal sample sizes is presented and illustrated by an application to the beta-binomial model.

Dimensions of Consumer Information Seeking Behavior, GEOFFREY C. KIEL and ROGER A. LAYTON, May 1981, 233.
See "Buyer Behavior"

Effect of Self-Confidence and Anxiety on Information Seeking in Consumer Risk Reduction, The, WILLIAM B. LOCANDER and PETER W. HERMANN, May 1979, 268.
See "Information Processing"

Experiment in Brand Choice, An, P. CHARLTON and A. S. C. EHRENBERG, May 1976, 152.
The experiment shows how effects of marketing action on the consumer can be investigated by the use of small ad hoc consumer panels and door-to-door selling. The effects of price differentials, a promotion, advertising, an out-of-stock condition, the introduction of a new product, and certain weak forms of brand differentiation are examined. The experiment also confirms earlier findings that buyer behavior under semi-artificial conditions resembles that in real life.

Impact of Deals and Deal Retraction on Brand Switching, JOE A. DODSON, ALICE M. TYBOUT, and BRIAN STERNTHAL, February 1978, 72.
Analysis of panel data for two consumer packaged goods indicates that media-distributed coupons and cents-off deals induce brand switching and result in less loyalty when retracted than if no deal is offered. In contrast, package coupons stimulate brand loyalty which is maintained when they are retracted. The extent to which economic utility theory and self-perception theory order these findings is evaluated and the implications of the results for managing demand are discussed.

Integrating Compositional and Decompositional Analyses to Represent the Intervening Role of Perceptions in Evaluative Judgments, MORRIS B. HOLBROOK, February 1981, 13.
See "Attitude Theory Research"

Investigation of Perceived Risk at the Brand Level, J. PAUL PETER and MICHAEL J. RYAN, May 1976, 184.
Perceived risk is conceptualized in terms of expected negative utility associated with automobile brand preferences. Empirical evidence supports the notion that importance of loss is more useful as a segmentation variable than as a component in a multiplicative mode. The findings also indicate that probability of loss may operate at the handled risk level and importance of loss at the inherent risk level.

Investigation of Situational Variation in Brand Choice Behavior and Attitude, An, KENNETH E. MILLER and JAMES L. GINTER, February 1979, 111.
Empirical evidence is presented which supports the explicit consideration of situational factors in the study of consumer behavior. Situational variation of brand choice behavior and attitude is identified. The use of situation-specific measures in an attribute-based attitude model is found to increase the ability of the model to predict subsequent brand choice behavior as reported in a multiple wave survey.

Least Squares Estimation Method for the Linear Learning Model, A, BEREND WIERENGA, February 1978, 145.
See "Econometric Models"

Longitudinal Study of Corrective Advertisting, A, ROBERT F. DYER and PHILLIP G. KUEHL, February 1978, 39.
See "Social Issues and Public Policy"

Loyalty Group Segmentation Model for Brand Purchasing Simulation, A, MARTIN K. STARR and JOEL R. RUBINSON, August 1978, 378.
See "Segmentation Research"

Market Segments and Stochastic Brand Choice Models, ROBERT C. BLATTBERG and SUBRATA K. SEN, February 1976, 34.
See "Market Segmentation"

Multiattribute Approaches for Product Concept Evaluation and Generation: A Critical Review, ALLAN D. SHOCKER and V. SRINIVASAN, May 1979, 159.
See "New Product Research"

Multinomial, Multiattribute Logit Choice Model, The, DENNIS H. GENSCH and WILFRED W. RECKER, February 1979, 124.
See "Econometric Models"

On the Measurement of Purchase Data: Surveys Versus Purchase Diaries, YORAM WIND and DAVID LERNER, February 1979, 39.
See "Measurement"

On the Prediction Power of Market Share Attraction Models, PH. NAERT and M. WEVERBERGH, May 1981, 146.
See "Econometric Models"

Overlapping Clustering: A New Method for Product Positioning, PHIPPS ARABIE, J. DOUGLAS CARROLL, WAYNE DeSARBO, and JERRY WIND, August 1981, 310.
See "Segmentation Research"

Predicting Brand Purchase Behavior: Marketing Application of the Schönemann and Wang Unfolding Model, WILLIAM L. MOORE, EDGAR A. PESSEMIER, and TAYLOR E. LITTLE, May 1979, 203.
The predictive power of the Schönemann-Wang joint space model is examined across three product classes. These results are compared with unfolding analyses performed by the KYST algorithm. The Schönemann-Wang model appears to be a strong candidate for predictive studies of brand purchases and related types of market behavior.

Predictive Aspects of a Joint-Space Theory of Stochastic Choice, A, ROGER J. BEST, May 1976, 198.

An empirical study of the relationship between brand choice behavior and the distances between ideal points and brands displayed in joint-space configurations revealed five operative models of choice behavior. Seventy-three of 77 individual models were significant and 57 produced significant predictions of future brand choice behavior.

Pre-Test-Market Evaluation of New Packaged Goods: A Model and Measurement Methodology, ALVIN J. SILK and GLEN L. URBAN, May 1978, 171.

See "Forecasting"

Reexamination of Group Influence on Member Brand Preference, A, JEFFREY D. FORD and ELWOOD A. ELLIS, February 1980, 125.

A direct replication of Stafford's experiment on the role of group influence on member brand preferences for bread was conducted. Findings contrary to those of Stafford were obtained, indicating that products which are low in visibility, complexity, and perceived risk and high in testability are not susceptible to group influence.

Reflections on "Stochastic Preference Theory: Some Unresolved Questions," FRANK M. BASS, August 1980, 383.

Bass replies to Zielinski's comments on stochastic preference theory.

Relation of Brand Choice to Purchase Frequency, ROBERT W. SHOEMAKER, RICHARD STAELIN, JOSEPH B. KADANE, and F. ROBERT SHOAF, November 1977, 458.

Several estimation procedures are outlined for testing the common assumption that the distributions of purchase probabilities for a brand are independent of product class purchase frequency. A frequency dependent Dirichlet distribution is proposed which appears to provide an improved description of how purchase probabilities are related to product class purchase frequency.

Response Latency: A New Measure for Scaling Brand Preference, TYZOON T. TYEBJEE, February 1979, 96.

See "Measurement"

Some Relationships Between Personality and Consumer Decision Making, RAYMOND L. HORTON, May 1979, 233.

See "Buyer Behavior"

Specification of Patronage Models for Retail Center Choice, DAVID A. GAUTSCHI, May 1981, 162.

See "Econometric Models"

Stochastic Brand Choice Framework for Econometric Modeling of Time Series Market Share Behavior, A, Frank M. BASS and THOMAS L. PILON, November 1980, 486.

See "Econometric Models"

Stochastic Preference Theory: Some Unresolved Questions, JOAN ZIELINSKI, August 1980, 379.

The theory of stochastic preference and brand switching proposed by Bass appears to be unable to estimate brand switching in the independent subgroups of the stochastic preference group. Also, the estimation of the probability of stochastic choice is sometimes problematic.

Testing Micropreference Structures, GORDON G. BECHTEL and P. J. O'CONNOR, May 1979, 247.

See "Scaling Methods"

The Theory of Stochastic Preferences: Further Comments and Clarifications, SUBHASH SHARMA, August 1981, 364.

The theory of stochastic preference and brand switching uses market share data and a parameter ρ for generating switching matrices. In particular, ρ facilitates the generation of *different* matrices for different product categories having similar market shares. The parameter ρ has been termed a measure of product class brand loyalty. Because of the numerous conceptual definitions of brand loyalty, the author provides some additional insights into the meaningful interpretation of ρ. Furthermore, he emphasizes that at a general level a nonhomogeneous multinomial model can be used to represent most of the brand switching models.

Tracker: An Early Test Market Forecasting and Diagnostic Model for New Product Planning, ROBERT BLATTBERG and JOHN GOLANTY, May 1978, 192.

See "Forecasting"

Validity and Reliability of Criterion-Based Preferences, ROGER J. BEST, February 1978, 154.

See "Scaling Methods"

Validity of Information Display Boards: An Assessment Using Longitudinal Data, DONALD R. LEHMANN and WILLIAM L. MOORE, November 1980, 450.

See "Information Processing"

BUYER BEHAVIOR

A Few Questions on Consumer Information Processing: Two Product Cases, Coffee and Toothpaste, C. WHAN PARK, May 1978, 243.

See "Information Processing"

Adding Explanatory Variables to a Consumer Purchase Behavior Model: An Exploratory Study, J. MORGAN JONES and FRED S. ZUFRYDEN, August 1980, 323.

A new stochastic choice model is proposed which can incorporate any number of explanatory variables. The model combines logit regression, heterogeneity, and product class purchase incidence concepts. The authors describe an exploratory study of the model, in which it is found to fit a certain situation very well.

Age Differences in Information Processing: A Perspective on the Aged Consumer, LYNN W. PHILLIPS and BRIAN STERNTHAL, November 1977, 444.

See "Information Processing"

An Analysis of Energy Consumption Patterns by Stage of Family Life Cycle, DAVID J. FRITZSCHE, May 1981, 227.

The author examines energy consumption by stage of family life cycle while controlling for income and number of family members in the labor force. Conservation and public policy implications are drawn.

Analysis of Shopper Dissatisfaction for Major Household Appliances, An, ROBERT A. WESTBROOK and JOSEPH W. NEWMAN, August 1978, 456.

Little is known about consumer dissatisfaction in the purchase decision process, when shoppers are seeking information, formulating decision criteria, and choosing what to buy. A study was undertaken to determine whether the incidence of such dissatisfaction is related to demographic, psychological, and behavioral characteristics of shoppers.

Application of Equity Theory to Buyer-Seller Exchange Situations,

An, JOHN W. HUPPERTZ, SIDNEY J. ARENSON, and RICHARD H. EVANS, May 1978, 250.
See "Salesforce Research"

Application of Sequential Analysis in Market Research, The, E. J. ANDERTON, K. GORTON, and R. TUDOR, February 1980, 97.
See "Regression and Other Statistical Techniques"

Appropriateness of Linear Discriminant and Multinomial Classification Analysis in Marketing Research, WILLIAM R. DILLON, MATTHEW GOLDSTEIN, and LEON G. SCHIFFMAN, February 1978, 103.
See "Regression and Other Statistical Techniques"

Assessment of CAD, An—A Personality Instrument Developed Specifically for Marketing Research, JON P. NOERAGER, February 1979, 53.
See "Measurement"

Behavioral Process Approach to Information Acquisition in Nondurable Purchasing, A, JACOB JACOBY, ROBERT W. CHESTNUT, and WILLIAM A. FISHER, November 1978, 532.
See "Information Processing"

Black and White Consumer Sales Response to Black Models, PAUL J. SOLOMON, RONALD F. BUSH, and JOSEPH F. HAIR, JR., November 1976, 431.
An experiment was conducted to examine consumer response to black models displayed in promotional material. The study extends prior research on the effects of black models by determining (1) the sales response of white consumers in the Deep South to black models and (2) the sales response of black consumers to black models.

Causal Complexity: A Measure of Consumer Causal Attribution, RICHARD W. MIZERSKI, May 1978, 220.
See "Attitude Theory Research"

Cognitive Dissonance and Consumer Behavior: A Review of the Evidence, WILLIAM H. CUMMINGS and M. VENKATESAN, August 1976, 303.
Researchers in consumer behavior have attempted to relate attitude change, information seeking, and brand loyalty to the concept of cognitive dissonance. The writers review the consumer behavior literature relating to cognitive dissonance, critique the research, and provide some directions for future research.

Cognitive Effects of Deceptive Advertising, JERRY C. OLSON and PHILIP A. DOVER, February 1978, 29.
See "Social Issues and Public Policy"

Cognitive Model of the Antecedents and Consequences of Satisfaction Decisions, A, RICHARD L. OLIVER, November 1980, 460.
See "Attitude Theory Research"

Comment on "A Major Price-Perceived Quality Study Reexamined," J. DOUGLAS McCONNELL, May 1980, 263.
See "Pricing Research"

Comment on "Consumer Preferences for Alternative Retail Credit Plans," A, NANCY R. BURSTEIN, November 1978, 639.
In an article in the *JMR* several years ago, Walker and Sauter attempted to show how preferences for alternative retail credit terms depended on consumers' socioeconomic traits. They did not consider an accounting identity linking the various characteristics of credit plans, and also did not clearly relate the empirical results to the underlying economic theory.

Comments on "Attribution Theory and Advertiser Credibility," ROBERT A. HANSEN and CAROL A. SCOTT, May 1976, 193.
See "Advertising and Media Research"

Communications-Effectiveness of Comparative Advertising: A Laboratory Analysis, V. KANTI PRASAD, May 1976, 128.
See "Advertising and Media Research"

Complementary Use of Multivariate Procedures to Investigate Nonlinear and Interactive Relationships Between Personality and Product Usage, The, CHARLES M. SCHANINGER, V. PARKER LESSIG, and DON B. PANTON, February 1980, 119.
See "Regression and Other Statistical Techniques"

Confined Shopping Behavior Among Low Income Consumers: An Empirical Test, ARIEH GOLDMAN, February 1978, 11.
See "Social Issues and Public Policy"

Consumer Socialization: A Theoretical and Empirical Analysis, GEORGE P. MOSCHIS and GILBERT A. CHURCHILL, JR., November 1978, 599.
See "Attitude Theory Research"

Contextual Influences on Consumer Price Responses: An Experimental Analysis, ERIC N. BERKOWITZ and JOHN R. WALTON, August 1980, 349.
See "Pricing Research"

Controlled Field Study of Corrective Advertising Using Multiple Exposures and a Commercial Medium, A, RICHARD W. MIZERSKI, NEIL K. ALLISON, and STEPHEN CALVERT, August 1980, 341.
See "Advertising and Media Research"

Cross-Shopping and Retail Growth, STANTON G. CORT and LUIS V. DOMINGUEZ, May 1977, 187.
Cross-shopping is shown to produce incremental business for a retail firm. The conditions under which such cross-shopping occurs are specified. The results of a study of a specialty store chain's growth problem demonstrate that these conditions can be measured by use of accepted research techniques.

Cultural Values Do Correlate With Consumer Behavior, WALTER A. HENRY, May 1976, 121.
Empirical evidence is provided to support the general theory that culture is a determinant of certain aspects of consumer behavior. Value dimensions developed to study the cultural orientations within American society were found to correlate with the ownership of generic automobile categories.

Developing Practical Procedures for the Measurement of Personal Values in Cross-Cultural Marketing, J. MICHAEL MUNSON and SHELBY H. McINTYRE, February 1979, 48.
See "Measurement"

Dimensions of Consumer Information Seeking Behavior, GEOFFREY C. KIEL and ROGER A. LAYTON, May 1981, 233.
In a comprehensive study of the behaviors and correlates of information seeking by Australian new car buyers, the authors examine three dimensions of information seeking—a sources of information dimension, a brand dimension, and a time dimension. Cluster analysis is used to develop consumer taxonomies of search behavior based on measurements of each of the dimensions. The resulting taxonomies are a high search group, a low search group, and three clusters collectively styled selective information seekers. Examination of the correlates of the individual search

dimensions suggests that only certain predictors of search behavior are related to the different search dimensions.

Dimensions of Marital Roles in Consumer Decision Making: Revisited, F. K. SHUPTRINE and G. SAMUELSON, Feburary 1976, 87.

A partial replication of a 1969 study of husband-wife decision roles was conducted to determine the effects of changing attitudes toward women's role in society. The findings show dimensions of marital roles similar to those of the earlier study. The major difference is a decrease in the "equal influence" categories; the decrease is not to the benefit of one partner, as each gains more influence.

Discriminant Validity of a Product-Anchored Self-Concept Measure, GEORGE E. BELCH and E. LAIRD LANDON, JR., May 1977, 252.

The effect of several factors on the validity of a product-anchored self-concept measure is examined. Though the measure is not affected by product order or subject's attitude toward the task, it is affected by social desirability and product ownership, two factors of central importance in consumer research.

Discrimination Testing and Product Decisions, HOWARD R. MOSKOWITZ, BARRY JACOBS, and NEIL FIRTLE, February 1980, 84.

Respondents were given beverages containing different amounts of sweetener. Two types of experimental evaluations were performed. In the first type (paired preferences, double triangle discrimination testing), respondents were tested for ability to discriminate differences between beverages having different sweetener levels and also were asked to indicate which they preferred. In the second type (magnitude estimation), respondents gave numerical ratings to product attributes. In both instances the sweeter products were preferred, or liked more. Discriminating respondents, as identified from the double triangle test or from their ability to track sweetness numerically by ratings, showed the same pattern of preferences as did the total population. Hence, the use of a "discriminating" panel of respondents to assess sensory differences may not necessarily afford better product decisions.

Does a Change in Customer Loyalty Occur When a New Car Agency is Sold?, RICHARD D. NORDSTROM and JOHN E. SWAN, May 1976, 173.

Marketing theorists have assumed that changes in market structure variables could affect consumer loyalty behavior. This report presents supportive evidence from an ex post facto experiment showing that a change in a business' ownership was related to significantly altered brand and store loyalty patterns.

Effect of Individual and Situation-Related Factors on Consumer Selection of Judgmental Models, The, C. WHAN PARK, May 1976, 144.

The study reported tests the hypotheses that the consumer's use of a specific judgmental model is evaluating a product is a function of prior familiarity and/or product complexity. The results indicate that the two factors influence the respondent's selection of judgmental models.

Effect of Participation in Marketing Research on Consumer Attitudes Toward Research and Satisfaction with a Service, JOHN E. SWAN, I. FREDRICK TRAWICK, and MAXWELL G. CARROLL, August 1981, 356.

See "Sampling and Survey Research"

Effect of Self-Confidence and Anxiety on Information Seeking in Consumer Risk Reduction, WILLIAM B. LOCANDER and PETER W. HERMANN, May 1979, 268.

See "Information Processing"

Effects of Price and Advertising in Test-Market Experiments, GERALD J. ESKIN and PENNY H. BARON, November 1977, 499.

See "Advertising and Media Research"

Effects of Price, Store Image, and Product and Respondent Characteristics on Perceptions of Quality, The, JOHN J. WHEATLEY and JOHN S. Y. CHIU, May 1977, 181.

Perceived quality appears to be associated consistently with high prestige store, high prices, and physical attributes of products such as color. Consumer income and educational level also affect perceptions of quality. These consumer demographic characteristics interact with each other and with the marketing mix in a complex manner.

Effects of Trial and Incentives on Repeat Purchase Behavior, The, CAROL A. SCOTT, August 1976, 263.

Although relatively under-researched, behavioral influence strategies commonly are used by marketers to modify consumer demand. Reported here are the results of a field experiment which tested the effectiveness of trial and incentive behavioral influence strategies. The efficacy of using self-perception theory to explain and predict behavior is assessed.

Ehrenberg's Negative Binomial Model Applied to Grocery Store Trips, GIL A. FRISBIE, JR., August 1980, 385.

See "Econometric Models"

Estimating the Proportion of "Always Buy" and "Never Buy" Consumers: A Likelihood Ratio Test with Sample Size Implications, MANOHAR U. KALWANI and DONALD G. MORRISON, November 1977, 601.

See "Econometric Models"

Evaluating Aggregated Predictions from Models of Consumer Choice Behavior, ADRIAN B. RYANS, November 1976, 333.

See "Forecasting"

Evaluating the Relationships Among Attitude Toward Business, Product Satisfaction, Experience, and Search Effort, RONALD D. ANDERSON, JACK L. ENGLEDOW, and HELMUT BECKER, August 1979, 394.

See "Attitude Theory Research"

Experiment in Brand Choice, An, P. CHARLTON and A. S. C. EHRENBERG, May 1976, 152.

See "Brand Choice"

Experimental Analysis of a Salesman's Expert and Referent Bases of Social Power in the Buyer-Seller Dyad, An, PAUL BUSCH and DAVID T. WILSON, February 1976, 3.

See "Salesforce Research"

Exploring Environmental Influences in Organizational Buying, KJELL GRØNHAUG, August 1976, 225.

See "Organizational Buyer Behavior"

Factors Moderating the Resolution of Preference Conflict in Family Automobile Purchasing, ALVIN C. BURNS and DONALD GRANBOIS, February 1977, 77.

A comparison of husbands' and wives' preferences in 11 subdecisions of the automobile purchase decision revealed strong similarity in first choices but moderate discrepancy in total

preference distributions. However, analysis of responses to measures of involvement, empathy, and recognized authority supports the hypothesis that these factors may reduce substantially the likelihood of conflict-resolving behavior, thus suggesting the need to add these variables to models of family decision making.

Fear Appeal Effects in the Field: A Segmentation Approach, JOHN J. BURNETT and RICHARD L. OLIVER, May 1979, 181.
See "Segmentation Research"

Field Test of the Relationship Between Cognitive Dissonance and State Anxiety, A, MICHAEL B. MENASCO and DEL. I. HAWKINS, November 1978, 650.
See "Attitude Theory Research"

Halo Effects in Multiattribute Attitude Models: An Appraisal of Some Unresolved Issues, NEIL E. BECKWITH and DONALD R. LEHMANN, November 1976, 418.
See "Attitude Theory Research"

Halo Effects in Multiattribute Attitude Models: Some Unresolved Issues, JOHNY K. JOHANSSON, DOUGLAS L. MacLACHLAN, and RICHARD F. YALCH, November 1976, 414.
See "Attitude Theory Research"

Identifying the Deal Prone Segment, ROBERT BLATTBERG, THOMAS BUESING, PETER PEACOCK, and SUBRATA SEN, August 1978, 369.
See "Segmentation Research"

Image-Measurement Segmentation, DENNIS H. GENSCH, August 1978, 384.
See "Segmentation Research"

Impact of Deals and Deal Retraction on Brand Switching, JOE A. DODSON, ALICE M. TYBOUT, and BRIAN STERNTHAL, February 1978, 72.
See "Brand Choice"

Impact of Physically Attractive Models on Advertising Evaluations, MICHAEL J. BAKER and GILBERT A. CHURCHILL, JR., November 1977, 538.
See "Advertising and Media Research"

Industrial Buyers' Choice Strategies: A Protocol Analysis, LOWELL E. CROW, RICHARD W. OLSHAVSKY, and JOHN O. SUMMERS, February 1980, 34.
See "Industrial Marketing"

Information Load and Decision Quality: Some Contested Issues, JACOB JACOBY, November 1977, 569.
See "Information Processing"

Integrating Compositional and Decompositional Analyses to Represent the Intervening Role of Perceptions in Evaluative Judgments, MORRIS B. HOLBROOK, February 1981, 13.
See "Attitude Theory Research"

Investigation of Perceived Risk at the Brand Level, J. PAUL PETER and MICHAEL J. RYAN, May 1976, 184.
See "Brand Choice"

Investigation of Situational Variation in Brand Choice Behavior and Attitude, An, KENNETH E. MILLER and JAMES L. GINTER, February 1979, 111.
See "Brand Choice"

Isolating Attitudinal and Normative Influences in Behavioral Intentions Models, PAUL W. MINIARD and JOEL B. COHEN, February 1979, 102.
See "Measurement"

Key Repair Service Factors for Consumer Durable Goods, LEE ADLER and JAMES D. HLAVACEK, November 1978, 634.
The authors present the findings of a field study that identified the relative importance of five characteristics commonly used by consumers to assess repair service for selected durable goods. The results show that as the price paid for various durable products increases, the quality of repair service replaces the cost of repair service as the most important repair service characteristic. The findings have important implications for the operational and promotional efforts of durable goods manufacturer-dealer service organizations.

Linking Product Features to Perceptions: Self-Stated Versus Statistically Revealed Importance Weights, SCOTT A. NESLIN, February 1981, 80.
See "Measurement"

Lognormal Distribution of Buying Frequency Rates, RAYMOND J. LAWRENCE, May 1980, 212.
See "Econometric Models"

Major Price-Perceived Quality Study Reexamined, A. PETER C. RIESZ, May 1980, 259.
See "Pricing Research"

Market Segmentation Based on Consumer Ratings of Proposed Product Designs, MURPHY A. SEWALL, November 1978, 557.
See "Segmentation Research"

Measure Validation of Leisure Time Activities: Time Budgets and Psychographics, GEORGE J. SZYBILLO, SHARON BINSTOK, and LAURANNE BUCHANAN, Feburary 1979, 74.
See "Measurement"

Modeling an Organizational Buyer's Product Evaluation Strategy: Validity and Procedural Considerations, JEROME E. SCOTT and PETER WRIGHT, August 1976, 211.
See "Organizational Buyer Behavior"

More Evidence on Interpersonal Yielding, PETER H. REINGEN and JEROME B. KERNAN, November 1979, 588.
The relative effectiveness of the foot-in-the-door and door-in-the-face techniques in inducing subjects to comply with a commercial request for information was assessed in a field experiment. Although foot-in-the-door was found to be more effective than door-in-the-face, contrary to expectations the behavioral compliance rate was not significantly different from control outcomes. The implications of these findings are discussed.

New Model for Predicting Behavioral Intentions, A: An Alternative to Fishbein, PAUL R. WARSHAW, May 1980, 153.
The Fishbein intention model often produces weak and inconsistent predictions in marketing applications. Of equal concern, high multicollinearity between independent variables is typical. A new intention model was developed and tested. Results show high stability, reliability, and predictiveness across diverse test products, with very low intercorrelations between explanatory variables.

Nonverbal Communication in Marketing: Toward a Communicational Analysis, THOMAS V. BONOMA and LEONARD C. FELDER, May 1977, 169.
The authors selectively overview and review the current "state

of art" in the measurement of and theorizing about nonverbal components of interactive behavior.

On the Validity and Reliability of Direct Similarity Judgments, JOHN O. SUMMERS and DAVID B. MacKAY, August 1976, 289.
See "Attitude Theory Research"

On Using Response Latency to Measure Preference, DAVID A. AAKER, RICHARD P. BAGOZZI, JAMES M. CARMAN, and JAMES M. MacLACHLAN, May 1980, 237.
See "Measurement"

On Using Voice Analysis in Marketing Research, NANCY J. NIGHSWONGER and CLYDE R. MARTIN, JR., August 1981, 350.
See "Measurement"

Path Analysis of Buyer Behavior Under Conditions of Crowding, GILBERT D. HARRELL, MICHAEL D. HUTT, and JAMES C. ANDERSON, February 1980, 45.
By use of path analysis on data from 600 shoppers, the authors explore the sequential relationships among several variables pertinent to retail crowding. Results furnish evidence that perceived crowding systematically affects shopping behavior and consumers' feeling about retail outlets and shopping trips.

Patterns of Information Source Usage Among Durable Goods Buyers, ROBERT A. WESTBROOK and CLAES FORNELL, August 1979, 303.
See "Information Processing"

Predicting Purchase and Other Behaviors from General and Contextually Specific Intentions, PAUL R. WARSHAW, February 1980, 26.
Marketing research often finds weak correspondence between purchase intentions and subsequent behaviors. The author claims lack of contextually specific measures is partially responsible. Existent research supports this contention. The study reported empirically compares direct and conditional intentions as predictors of soft drik purchases. The conditional format is more predictive.

Psychographics: Some Additional Findings, THOMAS C. KINNEAR and JAMES R. TAYLOR, November 1976, 422.
In a recent *JMR* article, Wells undertook a critical review of psychographics. The writers present additional product-related psychographic findings. They also provide evidence on the question of relationship and structural reliability.

Psychometric Development of a Test for Consumer Alienation from the Marketplace, A, NEIL K. ALLISON, November 1978, 565.
See "Attitude Theory Research"

Reexamination of Group Influence on Member Brand Preference, A, JEFFREY D. FORD and ELWOOD A. ELLIS, February 1980, 125.
See "Brand Choice"

Reflections on "Stochastic Preference Theory: Some Unresolved Questions," FRANK M. BASS, August 1980, 383.
See "Brand Choice"

Relation of Brand Choice to Purchase Frequency, ROBERT W. SHOEMAKER, RICHARD STAELIN, JOSEPH B. KADANE, and F. ROBERT SHOAF, November 1977, 458.
See "Brand Choice"

Relative Effectiveness of Three Behavioral Influence Strategies as Supplements to Persuasion in a Marketing Context, ALICE M. TYBOUT, May 1978, 229.
The relative effectiveness of three influence strategies in gaining acceptance of a new service advocated by either a high or low credibility source was determined. Although the influence strategies did not differ in their overall effectiveness, the optimal strategy varied as a function of level of source credibility. These results were obtained in both personal selling and mass-media-like contexts. The theoretical, methodological, and practical implications of these findings are discussed.

Relative Information Contributions of Consumer Purchase Intentions and Management Judgment as Explanators of Sales, MURPHY A. SEWALL, May 1981, 249.
See "Sampling and Survey Research"

Short-Run Advertising Effects on Children: A Field Study, THOMAS S. ROBERTSON and JOHN R. ROSSITER, February 1976, 68.
See "Advertising and Media Research"

Social Class Versus Income Revisited: An Empirical Investigation, CHARLES M. SCHANINGER, May 1981, 192.
See "Segmentation Research"

Social Comparison and Informal Group Influence, GEORGE P. MOSCHIS, August 1976, 237.
Little is known about the basis on which an individual selects and is influenced by specific reference groups. An attempt is made to explain consumer susceptibility to informal group influence by Festinger's theory of social comparison. The results of the study support hypotheses derived from the theory and offer insight into the determination of reference group influence. Marketing implications of this theory are discussed.

Some Relationships Between Personality and Consumer Decision Making, RAYMOND L. HORTON, May 1979, 233.
Data are reported supporting the hypothesis that the personality variables anxiety and self-confidence are related to consumer choice behavior. *Post hoc* analyses construct six personality factors which are systematically and plausibly related to consumers' choice behavior in a simulated shopping enviromnent.

Source of Income as a Market Descriptor, STEPHEN J. MILLER, February 1978, 129.
This comment is an examination of the contrasting ability of income and source of income variables to explain donation behavior toward a charitable health organization.

Specification of Patronage Models for Retail Center Choice, DAVID A. GAUTSCHI, May 1981, 162.
See "Econometric Models"

Stability of Benefit Segments, The, ROGER J. CALANTONE and ALAN G. SAWYER, August 1978, 395.
See "Segmentation Research"

State-of-Mind Effects on the Accuracy with Which Utility Functions Predict Marketplace Choice, PETER WRIGHT and MARY ANN KRIEWALL, August 1980, 277.
See "Measurement"

Stochastic Preference Theory: Some Unresolved Questions, JOAN ZIELINSKI, August 1980, 379.
See "Brand Choice"

Striking Characteristic of Innovators, A, JAMES W. TAYLOR, February 1977, 104.

A wide variety of sociological, psychological, and demographic characteristics have been hypothesized to describe the early triers of new consumer products, but have not been supported by subsequent research. This report concerns research into product class use, a characteristic that is associated markedly with early trial.

Structure of Repeat Buying for New Packaged Goods, MANOHAR U. KALWANI and ALVIN J. SILK, August 1980, 316.

Results from empirical tests of three hypotheses about the structure of repeat buying for new packaged goods are reported. Maximum likelihood parameter estimates of the underlying depth of repeat buying model are presented for four new brands. The findings support the hypotheses, which offer a foundation for pre and early test market forecasting.

Testing the Effectiveness of Alternative Foot-in-the-Door Manipulations, ROBERT A. HANSEN and LARRY M. ROBINSON, August 1980, 359.

See "Sampling and Survey Methods"

Time Horizon Effects on Product Evaluation Strategies, PETER WRIGHT and BARTON WEITZ, November 1977, 429.

Women's time horizons in evaluating product concepts (birth control devices) were varied experimentally. The variations produced changes in the linearity and complexity of the evaluation strategies used, and in the emphasis given to specific factors. The implications of the findings for modeling consumer choice strategies and for predicting choices on the basis of concept-evaluation studies are discussed.

Unsold Prospect, The: Dyadic and Attitudinal Determinants, EDWARD A. RIORDAN, RICHARD L. OLIVER, and JAMES H. DONNELLY, JR., November 1977, 530.

See "Attitude Theory Research"

Validity and Reliability of Criterion-Based Preferences, ROGER J. BEST, February 1978, 154.

See "Scaling Methods"

Validity of Haire's Shopping List Projective Technique, The, JAMES C. ANDERSON, November 1978, 644.

Value of Information for Selected Appliances, The, BRIAN T. RATCHFORD, February 1980, 14.

A model expressing the relation between gains to search and a consumer's preference function is developed. For four of five appliances to which the model was applied, extensive search would not be worthwhile for a consumer whose preferences approximate the market hedonic price function.

Value of Unit Price Information, The, J. EDWARD RUSSO, May 1977, 193.

See "Pricing Research"

Using Information Processing Theory to Design Marketing Strategies, ALICE M. TYBOUT, BOBBY J. CALDER, and BRIAN STERNTHAL, February 1981, 73.

See "Information Processing"

Using Segmentation Approaches for Better Prediction and Understanding from Consumer Mode Choice Models, IMRAN S. CURRIM, August 1981, 301.

See "Segmentation Research"

CHANNELS OF DISTRIBUTION

Channel Domination and Countervailing Power in Distributive Channels, MICHAEL ETGAR, August 1976, 254.

Three hypotheses are discussed: that the power of a channel leader is a result of his control over some power sources, and of dependency of other channel members upon him, and that such power can be offset by the countervailing power available to the channel members. Results of an empirical study which tested and confirmed these hypotheses in a conventional channel framework are presented. Several implications are derived which pertain to channel management decisions and proper selection of channel control mix.

Channel Environment and Channel Leadership, MICHAEL ETGAR, February 1977, 69.

The relationship between various factors characteristic of channel environments and the extent of control of a channel leader in his channel is explored. The characteristics of demand, the marketing technology used, and interchannel competition are found to be correlated with greater channel control by a channel leader. Jointly, these results imply that channel leaders tend to emerge in distributive channels when the channel environment is threatening.

Effects of Administrative Control on Efficiency of Vertical Marketing Systems, MICHAEL ETGAR, February 1976, 12.

A multivariate analysis was used to compare the operational efficiency of administratively coordinated and market coordinated vertical marketing systems. The study proposed nine dimensions where administrative coordination can be superior. The results of the study provide evidence that an administratively coordinated system is indeed superior, especially with regard to streamlining intrasystem activities and decisions.

Financial Terms of Sale and Control of Marketing Channel Conflict, MICHAEL LEVY and DWIGHT GRANT, November 1980, 524.

As interest rates increase, financial terms of sale become a more important source of funds for customers and a more expensive cost for suppliers. As each party seeks to satisfy self-interest, channel conflict may occur. The authors explore terms both normatively and positively. The discussion leads to managerial implications useful for avoiding channel conflict.

Intrachannel Conflict and Use of Power, MICHAEL ETGAR, May 1978, 273.

Conclusions by Lusch that coercive power leads to more intrachannel conflicts may be incorrect because his research has disregarded the dynamic aspects of power-conflict relations.

Intrachannel Conflict and Use of Power: A Reply, ROBERT F. LUSCH, May 1978, 275.

The author replies to Etgar's comment.

Measures of Manifest Conflict in Distribution Channels, JAMES R. BROWN and RALPH L. DAY, August 1981, 263.

Manifest channel conflict is operationalized in terms of the frequency and intensity of disagreements between channel members and the importance of the issues about which they disagree. Six different multiple-item unidimensional measures including from one to all three of these components are evaluated with respect to reliability and validity with a sample of automobile dealers. The measure combining frequency, intensity, and importance multiplicatively is judged superior to the others.

Power in Distributive Channels: A Reply, MICHAEL ETGAR, August 1978, 492.

The author replies to Fornell's comment.

Problems in the Interpretation of Canonical Analysis: The Case of Power in Distributive Channels, CLAES FORNELL, August 1978, 489.

The author points out several problems in Etgar's application of canonical analysis.

Sources of Power: Their Impact on Intrachannel Conflict, ROBERT F. LUSCH, November 1976, 382.

The sources of power that auto manufacturers use to obtain control over their dealer network are shown to have a significant impact on the level of conflict that dealers have with their manufacturers. Coercive sources tend to increase the level of intrachannel conflict whereas noncoercive sources tend to decrease it. Auto manufacturers need to be cognizant of this fact in order to use intelligently their available sources of power.

COMPUTER ABSTRACTS

ADOPTEST: A Program to Develop an Efficient Strategy for the Introduction of a New Product by Predicting Market and Financial Success, EDGAR PESSEMIER and RICHARD SKRZYNECKI, November 1980, 543.

ALSCAL: A Nonmetric Multidimensional Scaling Program with Several Individual Differences Options, FORREST W. YOUNG, YOSHIO TAKANE, and ROSTYSLAW LEWYCKYJ, November 1978, 612.

AREAL: A Program for Deriving the Areal Extent of a Trade Area, RICHARD R. BATSELL and DAVID L. HUFF, November 1977, 556.

BAC I: Program for Computing the Amount and Direction of Attitude Change Toward an Attitudinal Object and Communication Source Due to Either a Positive or Negative Communication From the Communication Source, WILLIAM D. KIMSEY, February 1978, 117.

BAYES 2: Bayesian Sample Size Determination Using a Continuous Prior Distribution in Situations Involving Binomial Sampling, JAMES W. GENTRY and MARY H. BONCZKOWSKI, August 1978, 479.

BIBD: A Data Management Program for "BIBD" Choice Data, JAMES B. WILEY, August 1978, 472.

BLOGIT: A Program for Estimation of Multinomial Logit Choice Models, L. W. JOHNSON and F. J. CRITTLE, November 1981, 483.

BSR: Best Subset Regression by the Method of Branch and Bound, EDWARD S. PEARSALL, November 1979, 564.

CANDI: A Program to Provide a Canonical Representation of Distance Scores, STUART A. WESTIN and WILLIAM R. DILLON, November 1979, 559.

CASORT: An Approach to Updating Data Sets to Include Classification Codes, to Reorder Cases in the Data Set into the Categories of the Classification, and to Carry Out Univariate and Multivariate Tests of Select Variables Within the Data Set, WILLIAM R. DARDEN and ROY HOWELL, February 1978, 115.

CATANOVA: A Program for Computing an Analysis of Variance for Categorical Data, HOWARD S. GITLOW, November 1976, 408.

CATCLASS: A Model to Classify Consumers Based on Multivariate Categorical Data, WILLIAM D. PERREAULT, JR. and JOHN M. GWIN, February 1978, 113.

CAVEIN: A Program for Computer Aided Validation and Evaluation of Interviewing, PURNELL H. BENSON, August 1976, 273.

CFA: Defining Model Types by Configural Frequency Analysis, JOHN D. MORRIS, August 1976, 272.

CHI-B: Calculating the Power of Chi Square Tests, SAN-YUN W. TSAI and NORVAL F. POHL, February 1978, 120.

CHOICE: A Program to Derive the Parameters (Scale Values) for the Davidson Extension of the Bradley-Terry-Luce Choice Model, BRAD CLARK and JOHN L. STANTON, November 1976, 409.

CIBAT: Computer Interaction Bayesian Analysis Technique, J. TAYLOR SIMS and TERRY HAMMACK, February 1976, 62.

CMDA-U: Confirmatory Monotone Distance Analysis-Unconditional, JAMES C. LINGOES and INGWER BORG, November 1978, 610.

COLLDICO: A Program System for Performing Regression Analysis in the Presence of Collinearity; Diagnosis and Correction, UDO WAGNER, November 1979, 561.

Computer Programs for Marketing Instruction, MURPHY A. SEWALL, February 1977, 92.

CONFANA: A Program to Compute an Orthogonalized Varimax Rotated Product Map (Configuration) from Product Attribute Judgments, EDGAR A. PESSEMIER, August 1978, 477.

COSPA: Common Space Analysis—A Program for Fitting and Testing Horan's Subjective Metrics Model, PETER H. SCHÖNEMANN, WILLIAM L. JAMES, and FORREST S. CARTER, May 1978, 268.

Decision Rule Simulations for Controlling Inventory of Different Lorenz Product Distributions, TERRY NELS LEE, November 1976, 405.

DFORC: An Interactive System for Generating Forecasts of the Decay Phase of a Product's Life Cycle, MICHAEL E. BALDIGO, November 1980, 545.

DISCRIM: A Program to Validate SPSS Classification Functions, KEVIN F. McCROHAN and VICKI KAROUNOUS, August 1978, 480.

DISFRE: Distribution-Free Discriminant Analysis Program, PATRICK W. SHANNON, May 1977, 242.

DIST: A Numerical Conjoint Measurement Program Designed to Scale Data to a Distributive Model in Three Dimensions, DOUGLAS R. EMERY, August 1977, 413.

DOLPREF: A Dollarmetric Program for Preference Analysis, KEN MERITT, ALOK SHARMA, and ARCH G. WOODSIDE, May 1977, 243.

DPMP: A Program for Applying Dynamic Programming and Markov Process, ABDUL W. HAMMOOD and RAMNAGER V. KESHAV, November 1980, 541.

DULDST: A Numerical Conjoint Measurement Program Designed to Scale Data to a Dual-Distributive Model in Three Dimensions, DOUGLAS R. EMERY, November 1977, 558.

EAT: Entropy Analysis Technique, R. DARCY and H. AIGNER, August 1977, 416.

EXPO: Exponentially Weighted Moving Average Forecasting Pro-

gram With Alpha-Level Optimizer, ERVAN GELLER and R. DALE WILSON, May 1978, 271.

FACSIM: A Program to Compute the Similarity Indices for Two Groups of Factor Solutions, RAJ ARORA and RONALD VAUGHN, November 1981, 485.

FOCUS: A Multi-Purpose Interactive Forecasting Package, PETER R. LANSLEY, February 1976, 64.

FRNCHS: Longitudinal and Cross-Sectional Analysis of Company Sales Networks, DAVID A. WADLEY, November 1979, 567.

GAMEI: A Program for Computing Brand Locations for Sales Maximization in a Multidimensional Attribute Space, J. M. LIBOVE and A. HIBSHOOSH, November 1980, 541.

Growth Curves: An Interactive Computer Program, GIDEON VIGDERHOUS, February 1977, 96.

ITSA: Interactive Time Series Analysis Program, ADAM GEHR and RICHARD M. DURAND, February 1976, 64.

KRAWL: A Program to Obtain Exact Critical Values and Exact Probability Levels for the Kruskal-Wallis Statistic, W. V. GEHRLEIN and E. M. SANIGA, November 1976, 407.

LDFCPI: A Linear Discriminant Function Program, ABDUL W. HAMMOOD, February 1976, 61.

LHOO3: A Nonparametric Program to Test for an Identity of Dispersion Patterns Across C Multivariate Distributions, V. PARKER LESSIG, JAMES F. HORRELL, and AMRENDRA SINGH, August 1976, 271.

LINMAP (Version II): A FORTRAN IV Computer Program for Analyzing Ordinal Preference (Dominance) Judgments via Linear Programming Techniques and for Conjoint Measurement, ALLAN D. SHOCKER and V. SRINIVASAN, February 1977, 101.

LINMAP (Version III): A FORTRAN IV Computer Program for Analyzing Ordinal Preference (Dominance) Judgments and for Conjoint Analysis, Incorporating Multistage Estimation Procedures, ALLAN D. SHOCKER and V. SRINIVASAN, November 1979, 560.

LOGIT: An Interactive Computer Program on Logit Analysis of Dichotomous Response Data, GIDEON VIGDERHOUS, November 1979, 568.

LTA: A Program That Uses a Linear Typal Model to Develop Marketing Classifications, WILLIAM R. DARDEN, ROY D. HOWELL, and TERRY E. POWELL, November 1979, 563.

MAILIT: Mail Survey Strategy Simulation Teaching Aid, ALVIN C. BURNS, February 1977, 95.

MDSORT: A Special Purpose Multidimensional Scaling Program for Sorting Data, YOSHIO TAKANE, November 1981, 480.

MDS(X): A Multi-Dimensional Scaling Package, August 1978, 468.

MEMD: An APL Program for the Multivariate Estimation of Missing Data, WAYNE S. DeSARBO, February 1978, 117.

MKTSHR: Market Share Analysis—A Program for Estimating Market Shares from Conjoint Analysis Data, JAMES B. WILEY and JAMES T. LOW, November 1979, 568.

MNAHOLD: A Program to Analyze an MNA Hold-Out Sample, HOWARD S. GITLOW, February 1977, 99.

MVBFS: A Program Using the Multivariate Behrens-Fisher Solution for Conditional Deletion in Two-Group Discriminant Analysis Models, CHRISTIE H. PAKSOY, CAROL E. FERGUSON, MARVIN KARSON, and TERRENCE MARTELL, May 1977, 245.

NEGBIN: An Analysis of Repeat-Buying Data Via the Negative Binomial and Related Distributions, R. DALE WILSON and STEPHEN C. ROOD, November 1980, 544.

NONMET II: A Program for the Analysis of Nonmetric Data by Linear Models, HERBERT M. KRITZER, November 1976, 404.

OBVERS: A Computer Program for Obverse Factor Analysis with Rotation, DAVID W. STEWART, November 1981, 481.

ORTHO: An APL Program for Computing and Contrasting Various Measures of Predictor Variable Importance in Multiple Regression, WAYNE S. DeSARBO, August 1978, 467.

PAIRED: A Program to Analyze Paired Comparisons from Either Pairwise Comparisons or Ordinal Data, SIDNEY C. BENNETT, November 1979, 561.

PAIRTRAN: Maximum Likelihood Paired Comparison Rankings with Transitivity and Inversion Analysis, DONALD E. STEM, JR., VAUGHAN WALKER, and GEORGE DAVIDSON, August 1977, 414.

PAL: Point-wise Alienation Coefficients in Multidimensional Scaling, INGWER BORG, August 1978, 478.

PATHAN: Path Analysis Program for Recursive Models, WILLIAM R. DARDEN and DUB ASHTON, May 1976, 162.

PCGEN: A FORTRAN IV Program to Generate Paired-Comparison Stimuli, LAWRENCE M. BALDWIN and GORDON A. ALLEN, November 1981, 479.

PCR: Principal Component Regression Analysis, EDWARD R. MANSFIELD, August 1978, 471.

PCREG: A Principal Components Regression Program for Decision Making, BALDWIN S. HUI and HARSHARANJEET S. JAGPAL, November 1979, 570.

PI: A Program to Check Preferential Independence Conditions, HENRY B. PERSON, November 1980, 539.

PINDIS: Procrustean Individual Difference Scaling: A Direct Transformational Approach to Multidimensional Analysis of Three-Way Data Matrices, JAMES C. LINGOES and INGWER BORG, November 1976, 406.

PLANOPT: A Model and Interactive Program to Aid Mangers in Planning an Optimal Marketing Strategy for an Established Product, EDGAR A PESSEMIER and THOMAS L. PILON, November 1979, 564.

PRCLUSTR: Cluster Analysis of Paired Comparison Rankings, R. KIRK STEINHORST, DONALD E. STEM, JR., WILLIAM C. HANDWERK, and BARBARA A. MARSHALL, August 1978, 474.

PREDICT: A Program to Calculate the Standard Error of a Single Predicted Value in Regression Analysis, GARY M. MULLET, February 1978, 116.

PROMAR: The New Product Marketing Game, RICHARD E. ZELLER, LAWRENCE A BROWN, and C. SAMUEL CRAIG, August 1977, 415.

RANDIAL: A Progam for Generating Random Telephone Numbers in Interviewer Usable Form, ROGER GATES and ROBERT BROBST, May 1977, 240.

RANGEN: A Program to Generate Individualized Data Samples for Marketing Research Students, ELI P. COX III, November 1979, 565.

RANPAR: A Computer Program for Estimation of a Random Coefficient Model with Pooled Time-Series and Cross-Section Data, L. W. JOHNSON and E. A. OAKENFULL, November 1979, 565.

RANPAR: A Computer Program for Estimation of a Random Coefficient Model with Pooled Time-Series and Cross-Section Data, L. W. JOHNSON and E. A. OAKENFULL, November 1978, 611.

REDUCE: A Program for Reducing the Number of Cases in Data Sets and Analyzing the Constraints Present Within a Series of Variables, R. DARCY and H. AIGNER, November 1976, 410.

RFME[1]: A Program for Determining Media Audience Reach, Frequency, and Frequency Distribution of Advertising Media Schedules, MORTON I. JAFFE, August 1976, 270.

RIDGE: An Integrated Ridge Regression Program, BALDWIN S. HUI and HARSHARANJEET S. JAGPAL, November 1979, 571.

RIDGEREG: A Program to Improve the Precision of Regression Estimates for Nonorthogonal Data, CHARLES E. BRADLEY and ANTHONY F. McGANN, August 1977, 412.

ROTATE: A Program for Achieving Congruency by Rotating Factor Pattern Matrices of Two or More Populations, RAJ ARORA, November 1981, 484.

RRIDGE: A Program for Estimating Parameters in the Presence of Multicollinearity, ARUN K. JAIN, VIJAY MAHAJAN, and MICHEL BERGIER, November 1977, 561.

SALEM: A Salesforce Allocation Computer Package, SYED SHAHABUDDIN, November 1981, 482.

SCJM: A Stochastic Conjoint-Measurement Diagnosis Program, HENRY B. PERSON, February 1977, 98.

SFIT: Matrix Fitting When Points Correspond Only in Some Substantive Sense, INGWER BORG, November 1977, 556.

SIBYL/RUNNER: An Interactive Forecasting System, SPYROS MAKRIDAKIS and STEVEN C. WHEELWRIGHT, May 1978, 270.

SIMDATA: A Computer Program to Produce Matrices of Similarity Measures for Subsequent Input to Cluster or Multidimensional Scaling Algorithms, C. RICHARD ROBERTS, November 1979, 566.

STIMULI: A Fortran IV Program for Presenting Optimally Ordered Paired Comparison Stimuli, BOBBY J. CALDER, August 1977, 410.

STRATOP: A Computer Program to Analyze a Firm's Competitive Product and Communication Design Opportunities, EDGAR A. PESSEMIER, August 1978, 477.

STREP: Selecting the Best Regression Equation by Maximizing Weight Validity, JOHN D. MORRIS, August 1977, 410.

TGDA: A Two-Group Discriminant Analysis Program, A. V. BRUNO and N. F. POHL, February 1976, 63.

TOMS: A Series of APL/CRMS Programs to Facilitate the Teaching of Multivariate Methods and Scaling, THOMAS J. REYNOLDS, ROBERT T. LEPMAN, and ROBERT L. ANDREWS, November 1977, 559.

TPL: Table Producing Language, a Cross-Tabulation System, RUDOLPH C. MENDELSSOHN, May 1977, 241.

TRISCOR: A Program for Generating a Ranked Score Matrix from Method of Triads Raw Data, SIDNEY C. BENNETT and DAVID R. LAMBERT, February 1978, 118.

TS-V: Thurstone's Law of Comparative Judgment (Case V), J. TAYLOR SIMS and TERRY HAMMACK, May 1976, 161.

UPDAT: A Subroutine for Updating Parameter Estimates, SAN-YUN W. TSAI and NORVAL F. POHL, November 1980, 542.

VARSEL: A Stepwise Discrete Variable Selection Program, WILLIAM R. DILLON and MATTHEW GOLDSTEIN, August 1977, 419.

VENTUR: A Program to Simulate the Risk-Return Characteristics of a New Venture or Marketing Strategy, EDGAR A. PESSEMIER and H. PAUL ROOT, August 1978, 476.

WMW: A Wilcoxon Mann-Whitney Cell Comparison Program, HENRY B. PERSON, February 1977, 98.

ECONOMETRIC MODELS

A Model and Measurement Methodology for Predicting Individual Consumer Choice, RICHARD R. BATSELL and LEONARD M. LODISH, February 1981, 1.
See "Measurement"

A Model of Multiattribute Judgments Under Attribute Uncertainty and Informational Constraint, ROBERT J. MEYER, November 1981,

A multiattribute judgment model is advanced which is purported to characterize how consumers form evaluations of products when information about products' attributes is limited and variability or unreliability is present within attributes. The model is based on the hypothesis that the subjective value consumers associate with a product attribute can be represented in terms of a weighted average of the value of the information they have received about that attribute and the perceived mean value of that attribute within the product class. This average is integrated with the consumer's perception of the amount of variability both within and beween other alternatives on that attribute—a measure of uncertainty. A series of laboratory experiments testing aspects of the model are described. Results support both the model's predictions and aspects of its structure.

Adding Explanatory Variables to a Consumer Purchase Behavior Model: An Exploratory Study, J. MORGAN JONES and FRED S. ZUFRYDEN, August 1980, 323.
See "Buyer Behavior"

Advertising and the S-Curve: A New Approach, J. K. JOHANSSON, August 1979, 346.
See "Advertising and Media Research"

Advertising Decision Rules in a Multibrand Environment: Optimal Control Theory and Evidence, MARIO J. PICCONI and

CHARLES L. OLSON, February 1978, 82.
See "Advertising and Media Research"

An Empirical Test of Models of Salespersons' Job Expectancy and Instrumentality Perceptions, R. KENNETH TEAS, May 1981, 209.
See "Salesforce Research"

Application of a Composite Stochastic Model of Brand Choice, MOSHE GIVON and DAN HORSKY, May 1979, 258.
See "Brand Choice"

Application of the Multivariate Probit Model to Market Segmentation and Product Design, An, VITHALA R. RAO and FREDERICK W. WINTER, August 1978, 361.
See "Segmentation Research"

Applied Dynamic Pricing and Production Models with Specific Application to Broadcast Spot Pricing, LEONARD M. LODISH, May 1980, 203.
See "Pricing Research"

Bayesian Analysis for the Evaluation of Marketing Research Expenditures: A Reassessment, GERT ASSMUS, November 1977, 562.
Several authors have suggested evaluation of marketing research information by Bayesian analysis on the basis of two assumptions: (1) the marketing manager is able to supply valid inputs for the analysis and (2) the essence of the evaluation problem can be captured in the Bayesian analysis framework. This note is a review of recent studies into behavioral decision-making that challenge these two assumptions.

Cognitive Algebra of the Parametric Marginal Desirability Model, The: A Research Note, JOHN F. McELWEE and LEONARD J. PARSONS, May 1977, 257.
An asymmetric multiplying cognitive algebra is implied theoretically by the parametric marginal desirability model. When given a PMD task, a substantial percentage of consumers do employ the predicted cognitive algebra.

Comment on "A Comment on a Market Share Theorem," ARNOLD I. BARNETT, August 1976, 312.
A reply to Chatfield's comments.

Comment on a Market Share Theorem, A, CHRISTOPHER CHATFIELD, August 1976, 309.
This comment concerns the role of mathematics in marketing research and examines in particular a market share theorem proposed by Bell, Keeney, and Little.

Comment on "Modeling Consumer Purchase Events: A Reply to Lawrence," RAYMOND J. LAWRENCE, November 1981, 470.
Lawrence responds to Morrison's critique of "Lognormal Distribution of Buying Frequency Rates."

Comparison of the Internal Validity of Alternative Parameter Estimation Methods in Decompositional Multiattribute Preference Models, A, ARUN K. JAIN, FRANKLIN ACITO, NARESH K. MALHOTRA, and VIJAY MAHAJAN, August, 1979, 313.
See "Measurement"

Comparison of Two Logit Models in the Analysis of Qualitative Marketing Data, A, DAVID FLATH and E. W. LEONARD, November 1979, 533.
The authors compare the application of two logit models for the analysis of qualitative marketing data. A weighted least squares logit model is compared with a maximum likelihood logit model different from that mentioned by Green et al. Empirical applications are used to compare the models. Suggestions are presented for interpreting and reporting the results of logit-type models, with special attention to interaction effects.

Delimiting the Areal Extent of a Market Area, DAVID L. HUFF and RICHARD R. BATSELL, November 1977, 581.
An objective procedure is advanced by which to transform customer dot distributions into well-defined and bounded market areas.

Determination of Optimal Sample Sizes in the Beta-Binomial Brand Choice Model, MOSHE M. GIVON, February 1980, 58.
See "Brand Choice"

Duplication of Viewing Law and Television Media Schedule Evaluation, The, ROBERT S. HEADEN, JAY E. KLOMPMAKER, and ROLAND T. RUST, August 1979, 333.
See "Advertising and Media Research"

Dynamics of Price Elasticity and Brand Life Cycles: An Empirical Study, HERMANN SIMON, November 1979, 439.
See "Pricing Research"

Econometric Measurement of the Duration of Advertising Effect on Sales, DARRAL G. CLARKE, November 1976, 345.
See "Advertising and Media Research"

Econometric Measurement of the Duration of Advertising Effect on Sales: A Comment, YORAM C. PELES, May 1979, 284.
The author raises several questions about an article by Darral Clarke in the November 1976 issue of the *JMR*.

Ehrenberg's Negative Binomial Model Applied to Grocery Store Trips, GIL A. FRISBIE, JR., August 1980, 385.
Ehrenberg's negative binomial distribution model is applied to a new facet of consumer behavior, the frequency of household filler trips to food stores. Goodness-of-fit tests and intertemporal predictions are assessed. The overall verdict is that the model serves as a good representation of the trips to grocery stores.

Estimating Models of Seasonal Market Response Using Dummy Variables, ALBERT R. WILDT, February 1977, 34.
Researchers often suggest the usefulness of regression models of market response as aids to market decision making. Commonly, models which involve monthly, bimonthly, or quarterly data explicitly account for seasonal variations by the use of dummy variables. This note critically examines the use of dummy variables in seasonal models.

Estimating the Proportion of "Always Buy" and "Never Buy" Consumers: A Likelihood Ratio Test with Sample Size Implications, MANOHAR U. KALWANI and DONALD G. MORRISON, November 1977, 601.
The likelihood ratio test is presented as a natural method to test for the presence of "always buy" and "never buy" consumers. The purchase sequence lengths and sample sizes required to estimate the proportions of these buyers are determined by the use of simulated data. The method also is applied to two sets of well-known data.

Estimation and Forecast Performance of a Multivariate Time Series

Model of Sales, MARK MORIARTY and GERALD SALAMON, November 1980, 558.
See "Forecasting"

Evaluating Structural Equation Models With Unobservable Variables and Measurement Error, CLAES FORNELL and DAVID F. LARCKER, February 1981, 39.
The statistical tests used in the analysis of structural equation models with unobservable variables and measurement error are examined. A drawback of the commonly applied chi square test, in addition to the known problems related to sample size and power, is that it may indicate an increasing correspondence between the hypothesized model and the observed data as both the measurement properties and the relationship between constructs decline. Further, and contrary to common assertion, the risk of making a Type II error can be substantial even when the sample size is large. Moreover, the present testing methods are unable to assess a model's explanatory power. To overcome these problems, the authors develop and apply a testing system based on measures of shared variance within the structural model, measurement model, and overall model.

Evaluating Structural Equation Models With Unobservable Variables and Measurement Error: A Comment, RICHARD P. BAGOZZI, August 1981, 375.
The author comments on Fornell and Larcker's article in the February 1981 issue of *JMR*. He indicates some limitations of the analyses, pinpoints where they can be misleading, and introduces some new notions.

Exploring Territorial Differences in the Relations Between Marketing Variables, DICK R. WITTINK, May 1977, 145.
The parameters of a market share response function are estimated by using time series data separately for several sales territories. In a second stage an attempt is made to explain territorial differences in parameter estimates. It appears that for the brand studied advertising may serve to increase the price sensitivity.

Exposition of the Box-Jenkins Transfer Function Analysis, An, with an Application to the Advertising-Sales Relationship, RICHARD M. HELMER and JOHNY K. JOHANSSON, May 1977, 227.
The logic underlying the Box-Jenkins transfer function analysis is developed and compared with established econometric approaches. The technique is shown to provide a safeguard against spurious effects by eliminating all time dependency in the data before assigning any effects to proposed independent variables, and by the systematic elimination of a wide variety of candidate effect models.

Firm Effects and Industry Effects in the Analysis of Market Structure and Profitability, FRANK M. BASS, PHILIPPE CATTIN, and DICK R. WITTINK, February 1978, 3.
See "Social Issues and Public Policy"

Framework for the Comparison of Marketing Models, A: A Delphi Study, JEAN-CLAUDE LARRÉCHÉ and DAVID B. MONTGOMERY, November 1977, 487.
A Delphi procedure is used to develop and calibrate dimensions of marketing models which may be expected to relate to the likelihood that a marketing model will be accepted by marketing managers. The resulting framework, calibrated with 10 reference models over four Delphi iterations, is used to analyze four additional models.

Identifying the Deal Prone Segment, ROBERT BLATTBERG, THOMAS BUESING, PETER PEACOCK, and SUBRATA SEN, August 1978, 369.
See "Segmentation Research"

Increasing Precision of Marketing Experiments by Matching Sales Areas, LEONARD LODISH and DOV PEKELMAN, August 1978, 449.
See "Salesforce Research"

Isolating Attitudinal and Normative Influences in Behavioral Intentions Models, PAUL W. MINIARD and JOEL B. COHEN, February 1979, 102.
See "Measurement"

Issues in Sales Territory Modeling and Forecasting Using Box-Jenkins Analysis, MARK MORIARTY and ARTHUR ADAMS, May 1979, 221.
See "Salesforce Research"

Least Squares Estimation Method for the Linear Learning Model, A, BEREND WIERENGA, February 1978, 145.
The author presents a new method for estimating the parameters of the linear learning model. The procedure, essentially a least squares method, is easy to carry out and avoids certain difficulties of earlier estimation procedures. Applications to three different data sets are reported, as well as results from a goodness-of-fit test. A simulation study was carried out to validate the method. The outcomes are compared with those obtained from the minimum chi square estimation method. The results of the new method appear to be satisfactory.

Levels of Aggregation in Conjoint Analysis: An Empirical Comparison, WILLIAM L. MOORE, November 1980, 516.
See "Regression and Other Statistical Techniques"

Linear Covariate Model of Warranty Attitudes and Behaviors, A, WILLIAM R. DARDEN and C. P. RAO, November 1979, 466.
The new Magnuson-Moss Warranty and Federal Trade Commission Improvement Act requires businesses to reappraise their current warranty practices. They now face standards for what a warranty must contain and how easy it is to read. The authors test a model relating consumer socioeconomic characteristics and attitudes to warranty behaviors. The methodological and substantive implications of the findings are explored.

Logically Consistent Market Share Models II, TIMOTHY W. McGUIRE and DOYLE L. WEISS, August 1976, 296.
The purpose of this report is to discuss, explain, and position the more notable literature on logically consistent market share demand models. More specifically, the report explains and provides examples for the analysis by McGuire et al., discusses the recent paper by Naert and Bultez, and comments on a recent related article by Beckwith.

Lognormal Distribution of Buying Frequency Rates, The, RAYMOND J. LAWRENCE, May 1980, 212.
The lognormal distribution is shown to account well for purchase frequency heterogeneity in the U.S. dentifrice market, including subgroups of households. Renewal process assumptions are used to define the market population. As the definition would exclude some very infrequent buyers, left-truncated lognormal distributions are fitted to the data.

Loyalty Group Segmentation Model for Brand Purchasing Simulation, A, MARTIN K. STARR and JOEL R. RUBINSON, August 1978, 378.
See "Segmentation Research"

Management-Oriented Model for Allocating Sales Effort, A, A. PARASURAMAN and RALPH L. DAY, February 1977, 22.

A model for sales territory analysis was developed in cooperation with sales executives of a large firm. It models field selling operations in a way which is intuitive to managers though using quantitative methods and computer simulation. It heavily weights judgmental inputs and explicitly models salesman-customer interaction and carryover effects of previous sales efforts.

Market Response, Competitive Behavior, and Time Series Analysis, DOMINIQUE M. HANSSENS, November 1980, 470.

The author's principal objective is to present a framework for market analysis which specifically models primary demand, competitive reaction, and feedback effects of the market variables. The approach is an extension of earlier work by Clarke and by Lambin, Naert, and Bultez on the relationship among the elasticities of the marketing variables. The author develops this framework and formulates an approach for empirical applications based on principles of time series analysis. In particular, Granger's well-known causality definition is used in conjunction with Box-Jenkins analysis to find the nonzero elements in the marketing model. These principles are applied empirically to the case of a city pair of the U.S. domestic air travel market, where three major airlines compete on the basis of flight scheduling and advertising. The analysis reveals that flight scheduling has a market-expansive or a competitive effect, depending on the competitor, and that advertising does not have a significant impact on performance. In addition, several patterns of competitive reactions are found. The author offers observations on the theoretical and empirical aspects of this approach to marketing model building.

Market Segments and Stochastic Brand Choice Models, ROBERT C. BLATTBERG and SUBRATA K. SEN, February 1976, 34.

See "Market Segmentation"

Market Share Response to Advertising: An Example of Theory Testing, DAN HORSKY, February 1977, 10.

See "Advertising and Media Research"

Maximum Likelihood Estimation of Zero-Order Models Given Variable Numbers of Purchases per Household, MANOHAR U. KALWANI, November 1980, 547.

Consumer panel data are typically available for a fixed duration of time (say, a year) during which buyers invariably make different numbers of purchases in the product class. The author describes a method for estimating zero-order models from panel data containing different numbers of purchase records per household.

Measurement of Industry Advertising Effects, The, RANDALL L. SCHULTZ and DICK R. WITTINK, February 1976, 71.

See "Advertising and Media Research"

Measuring Correlation in Ordered Two-Way Contingency Tables, ULF OLSSON, August 1980, 391.

See "Regression and Other Statistical Techniques"

Measuring Sales Effects of Some Marketing Mix Variables and Their Interactions, V. KANTI PRASAD and L. WINSTON RING, November 1976, 391.

Unique field experiment data provided by the Milwaukee Advertising Laboratory were used to investigate the individual and interactive effects upon market shares of some marketing mix variables at two controlled levels of aggregate TV advertising exposure opportunity. The analysis showed interactive effects to be among the significant determinants of brand share. Market response to advertising, for instance, was found to depend upon the experimental brand's relative price level. Also, an exploratory hypothesis that high levels of TV advertising may correspond with a shift of relative effectiveness from TV advertising to other promotional variables was tested and supported. The results suggest the benefits of controlled field experiments and the importance of including interactive variables in models of market demand.

Measuring the Cumulative Effects of Advertising on Sales: A Response to Peles, DARRAL G. CLARKE, May 1979, 286.

The author responds to the questions raised in Yoram Peles' comment.

Modeling and Forecasting Sales Data by Time Series Analysis, S. G. KAPOOR, P. MADHOK, and S. M. WU, February 1981, 94.

See "Forecasting"

Modeling Consumer Purchase Events: A Reply to Lawrence, DONALD G. MORRISON, November 1981, 465.

A multiattribute judgment model is advanced which is purported to characterize how consumers form evaluations of products when information about products' attributes is limited and variability or unreliability is present within attributes. The model is based on the hypothesis that the subjective value consumers associate with a product attribute can be represented in terms of a weighted average of the value of the information they have received about that attribute and the perceived mean value of that attribute within the product class. This average is integrated with the consumer's perception of the amount of variability both within and between other alternatives on that attribute—a measure of uncertainty. A series of laboratory experiments testing aspects of the model are described. Results support both the model's predictions and aspects of its structure.

Models for Pricing Decisions, KENT B. MONROE and ALBERT J. DELLA BITTA, August 1978, 413.

See "Pricing Research"

Models of Competitive Television Ratings, DENNIS GENSCH and PAUL SHAMAN, August 1980, 307.

See "Advertising and Media Research"

More on a Market Share Theorem, ARNOLD I. BARNETT, February 1976, 104.

Because of the stringent conditions in the Bell-Keeney-Little axioms, the result is directly applicable only in limited circumstances. This report describes an attempt to extend the market share theorem by dropping its assumptions of "symmetry" and "linearity" in favor of more general axioms. Unique expressions for market shares are obtained in the wider framework considered. The results may make the market share theorem more accessible to those wishing to use it.

Multinomial, Multiattribute Logit Choice Model, The, DENNIS H. GENSCH and WILFRED W. RECKER, February 1981, 124.

The authors argue that for the cross-sectional multiattribute approach to choice modeling, the multinomial logit is theoretically and empirically superior to the more commonly used regression approach. Other choice methodologies also are discussed briefly in relation to logit. The difference between individual level (where regression is appropriate) and cross-sectional analysis is recognized. Most marketing managers, because of their research goals, will be using a cross-sectional approach. The derivation of the logit from an underlying behavioral model of choice is illustrated.

It is this underlying behavioral model of choice that provides logit with several conceptual advantages for modeling a multiattribute choice structure.

Multistage Decision Model for Salesforce Management, A, CHARLES A. BESWICK and DAVID W. CRAVENS, May 1977, 135.

Salesforce decisions consist of a series of interrelated processes. Efforts to develop quantitative models for these decision areas have been hindered by the complex interactions among the areas. A multistage decision model is presented which treats the salesforce decision areas as an aggregate decision process consisting of a series of interrelated stages.

New Model for Predicting Behavioral Intentions, A: An Alternative to Fishbein, PAUL R. WARSHAW, May 1980, 153.
See "Buyer Behavior"

Number of Estimators, The: A Critical Decision for Marketing Under Competitive Bidding, KENNETH SIMMONDS and STUART SLATTER, May 1978, 203.
See "Pricing Research"

On the Analysis of Qualitative Data in Marketing Research, PAUL E. GREEN, FRANK J. CARMONE, and DAVID P. WACHSPRESS, February 1977, 52.

Logit and log-linear models are new techniques for analyzing categorical data. Each of these models is described and applied to a problem involving consumer adoption of a new telecommunications service. The models provide probability-of-adoption predictions that can be used to select favorable market areas for promoting the service.

On the Prediction Power of Market Share Attraction Models, PH. NAERT and M. WEVERBERGH, May 1981, 146.

Logical consistency of market share models has received considerable attention in the recent marketing literature. The reports suggest that, at least theoretically, attraction-type specifications are more easily justified than the ones commonly used in empirical work. The authors examine whether the theoretical superiority also implies a better predictive performance. The empirical results give a tentatively affirmative answer.

On Using Response Latency to Measure Preference, DAVID A. AAKER, RICHARD P. BAGOZZI, JAMES M. CARMAN, and JAMES M. MacLACHLAN, May 1980, 237.
See "Measurement"

Parameter Estimation in Marketing Models in the Presence of Multicollinearity: An Application of Ridge Regression, VIJAY MAHAJAN, ARUN K. JAIN, and MICHEL BERGIER, November 1977, 586.
See "Regression and Other Statistical Techniques"

Path Analysis of Causes and Consequences of Salespeple's Perceptions of Role Clarity, A, R. KENNETH TEAS, JOHN G. WACKER, and R. EUGENE HUGHES, August 1979, 355.
See "Salesforce Research"

Perceived Risk and Composition Models for Multiattribute Decisions, BERNARD PRAS and JOHN O. SUMMERS, August 1978, 429.
See "Attitude Theory Research"

Possible Biases in Parameter Estimation with Store Audit Data, ROBERT SHOEMAKER and LEWIS G. PRINGLE, February 1980, 91.
See "Measurement"

Predicting Audience Exposure to Spot TV Advertising Schedules, ROBERT S. HEADEN, JAY E. KLOMPMAKER, and JESSE E. TEEL, JR., February 1977, 1.
See "Advertising and Media Research"

Predicting Brand Purchase Behavior: Marketing Application of the Schönemann and Wang Unfolding Model, WILLIAM L. MOORE, EDGAR A. PESSEMIER, and TAYLOR E. LITTLE, May 1979, 203.
See "Brand Choice"

Predicting Purchase and Other Behaviors from General and Contextually Specific Intentions, PAUL R. WARSHAW, February 1980, 26.
See "Buyer Behavior"

Predicting Response Speed in Mail Surveys, STEPHEN J. HUXLEY, February 1980, 63.
See "Sampling and Survey Methods"

Pre-Test-Market Evaluation of New Packaged Goods: A Model and Measurement Methodology, ALVIN J. SILK and GLEN L. URBAN, May 1978, 171.
See "Forecasting"

Rachet Model of Advertising Carryover Effects, A, LEONARD J. PARSONS, February 1976, 76.
See "Advertising and Media Research"

Reduction in Selling Price After the Introduction of Competition, DAVID N. BURT and JOSEPH E. BOYETT, JR., May 1979, 275.
See "Pricing Research"

Reflections on "Stochastic Preference Theory: Some Unresolved Questions," FRANK M. BASS, August 1980, 383.
See "Brand Choice"

Regression Model for Market Segmentation Studies, A, ALBERT R. WILDT and JOHN M. McCANN, August 1980, 335.
See "Segmentation Research"

Reply to "A Comment on a Market Share Theorem," JOHN D. LITTLE, August 1976, 313.
A reply to Chatfield's comment.

Sample Size Requirements for Zero-Order Models, MANOHAR U. KALWANI and DONALD G. MORRISON, May 1980, 221.

The authors report the sample sizes required to obtain maximum likelihood estimates of parameters in a zero-order model. In the typical formulation of the model, parameter estimation requires about 2000 individuals with five purchases per consumer. The original parameters can be easily transformed, however, into a market share estimate and a polarization index that convey the key information sought from the model. Estimation of the transformed parameters requires smaller samples of about 400 individuals with five purchases per consumer.

Specification of Patronage Models for Retail Center Choice, DAVID A. GAUTSCHI, May 1981, 162.

The author explores possible specification biases of conventional retail patronage models stemming from important omitted variables and from the composition of the set of alternative retail centers. The inclusion of characteristics of retail centers and of transportation modes is attempted in a systematic manner. The models are tested on a set of planned suburban shopping centers and traditional, unplanned downtown centers. Strong empirical evidence is reported which suggests that consumers

consider a combination of retail center and transportation mode characteristics in their decisions to patronize alternative retail centers.

Stochastic Brand Choice Framework for Econometric Modeling of Time Series Market Share Behavior, A, FRANK M. BASS and THOMAS L. PILON, November 1980, 486.

The two main purposes of this article are (1) to develop a model of individual behavior in the choice of brands which can be aggregated over consumers to produce a model of market share behavior of brands and (2) to show how modern multiple time series analysis can be applied within the general structure we develop to choose among specific alternative models. Starting at the individual level, we devise a stochastic brand choice model. The character of consumer heterogeneity is specified, permitting aggregation. The aggregation allows a model of aggregate brand switching to be derived as well as a model of market share behavior through time. Panel data are analyzed in terms of brand switching and market share behavior.

Stochastic Preference Theory: Some Unresolved Questions, JOAN ZIELINSKI, August 1980, 379.

See "Brand Choice"

Structural Equation Models in Experimental Research, RICHARD P. BAGOZZI, May 1977, 209.

A general model is derived and illustrated for the analysis of field and laboratory experimental data. The model explicitly provides for the determination of the magnitude and significance of experimental effects and can be used in a diagnostic sense in the interpretation and design of experiments. Comparisons are made with the analysis of variance techniques where applicable.

Structural Equation Models With Unobservable Variables and Measurement Error: Algebra and Statistics, CLAES FORNELL and DAVID F. LARCKER, August 1981, 382.

Several issues relating to goodness of fit in structural equations are examined. The convergence and differentiation criteria, as applied by Bagozzi, are shown not to stand up under mathematical or statistical analysis. The authors argue that the choice of interpretative statistic must be based on the research objective. They demonstrate that when this is done the Fornell-Larcker testing system is internally consistent and that it conforms to the rules of correspondence for relating data to abstract variables.

Structure of Repeat Buying for New Packaged Goods, MANOHAR U. KALWANI and ALVIN J. SILK, August 1980, 316.

See "Buyer Behavior"

Synthesis of Predictive Models in Marketing Research, The, DEREK W. BUNN, May 1979, 280.

A formal procedure for synthesizing the variety of predictive models usually available to the market research analyst is presented as a practical method. Two case studies indicate its feasibility. The method is Bayesian, involving the assignment of subjective probabilities to the various predictive models and the revision of these prior model probabilities according to a Dirichlet process if a set of performance data is available.

Territory Sales Response, ADRIAN B. RYANS and CHARLES B. WEINBERG, November 1979, 453.

See "Salesforce Research"

Testing Cumulative Advertising Effects: A Comment on Methodology, DOYLE L. WEISS and PIERRE M. WINDAL, August 1980, 371.

See "Advertising and Media Research"

Tracker: An Early Test Market Forecasting and Diagnostic Model for New Product Planning, ROBERT BLATTBERG and JOHN GOLANTY, May 1978, 192.

See "Forecasting"

Unobservable Variables in Structural Equation Models with an Application in Industrial Selling, DAVID A. AAKER and RICHARD P. BAGOZZI, May 1979, 147.

Structural equation models which include unobservable variables permit theoretical constructs to be represented by multiple indicators. The use and evaluation of such models are illustrated in an industrial salesforce study.

Value of Information for Selected Appliances, The, BRIAN T. RATCHFORD, February 1980, 14.

See "Buyer Behavior"

EXPORT MARKETING

Internal Determinants of Export Marketing Behavior: An Empirical Investigation, S. TAMER CAVUSGIL and JOHN R. NEVIN, February 1981, 114.

Although interest in export marketing has been growing rapidly, only a few empirical studies have been conducted on the internal determinants of the export marketing behavior of firms. The authors identify several potential internal determinants of export marketing behavior and expirically assess their significance. The findings indicate that a number of management and firm characteristics account for a substantial portion of the variation in the export marketing behavior of firms.

FORECASTING

A Model and Measurement Methodology for Predicting Individual Consumer Choice, RICHARD R. BATSELL and LEONARD M. LODISH, February 1981, 1.

See "Measurement"

Analyzing Cross-Classification Data: An Improved Method for Predicting Events, RUSSELL S. WINER and MICHAEL J. RYAN, November 1979, 539.

The limitations of prediction methods used to analyze categorical data are discussed. A new approach, prediction logic, is introduced that overcomes these limitations and provides a more precise test of complex theories.

Attentive Audience Delivery of TV Advertising Schedules, WILLIAM O. BEARDEN, ROBERT S. HEADEN, JAY E. KLOMPMAKER, and JESSE E. TEEL, May 1981, 187.

See "Advertising and Media Research"

Ehrenberg's Negative Binomial Model Applied to Grocery Store Trips, GIL A. FRISBIE, JR., August 1980, 385.

See "Econometric Models"

Effects of Sampling Variation on Sales Forecasts for New Consumer Products, The, ROBERT SHOEMAKER and RICHARD STAELIN, May 1976, 138.

A general procedure is outlined for estimating the sampling error in sales forecasts of new nondurable consumer products. The technique is illustrated for the Parfitt and Collins model with actual data from four new product introductions.

Estimation and Forecast Performance of a Multivariate Time Series Model of Sales, MARK MORIARTY and GERALD SALAMON, November 1980, 558.

A unique form of a multivariate time series model—a "seemingly unrelated autoregressive moving average" model (SURARMA)—is developed in the context of forecasting unit sales of a product in four states. Data from an anonymous firm are used to test the appropriateness of the model and are found to conform to the model's constraints. The model provides substantial improvement in parameter estimation efficency and forecast performance in comparison with individual state univariate models. SURARMA is potentially relevant to many market forecasting problems involving multiple constituent time series subunits such as states, regions, or products from a product line.

Estimation of Market Area Population from Residential Electrical Utility Data, GEORGE C. HEPBURN, THOMAS H. MAYOR, and JAMES E. STAFFORD, August 1976, 230.

An ability to project current population in small market trading areas is critical to many types of market research. The use of selected utility data to estimate current population in small geographic areas is evaluated.

Evaluating Aggregated Predictions from Models of Consumer Choice Behavior, ADRIAN B. RYANS, November 1976, 333.

Some approaches to evaluating the predictive validity of models of consumer choice behavior are developed for the situation in which predictions are made from one sample of consumers and are validated on the basis of a second sample of consumers. This situation is becoming more common in marketing.

Improving Prediction in Conjoint Measurement, DOV PEKELMAN and SUBRATA K. SEN, May 1979, 211.

See "Measurement"

Increasing Precision of Marketing Experiments by Matching Sales Areas, LEONARD LODISH and DOV PEKELMAN, August 1978, 449.

See "Salesforce Research"

Issues in Sales Territory Modeling and Forecasting Using Box-Jenkins Analysis, MARK MORIARTY and ARTHUR ADAMS, May 1979, 221.

See "Salesforce Research"

Modeling and Forecasting Sales Data by Time Series Analysis, S. G. KAPOOR, P. MADHOK, and S. M. WU, February 1981, 94.

Time series modeling technique is used to model a series of sales data in which seasonality causes distinct spike peaks. The analysis of actual sales data shows that the seasonality in the data can be approximated by a deterministic function and the stochastic component is a sixth-order autoregressive moving average model. Use of the combined deterministic and stochastic models to derive the minimum mean squared forecast yields reliable results.

Models of Competitive Television Ratings, DENNIS GENSCH and PAUL SHAMAN, August 1980, 307.

See "Advertising and Media Research"

New Model for Predicting Behavioral Intentions, A: An Alternative to Fishbein, PAUL R. WARSHAW, May 1980, 153.

See "Buyer Behavior"

On the Prediction Power of Market Share Attraction Models, PH. NAERT and M. WEVERBERGH, May 1981, 146.

See "Econometric Models"

Predicting Brand Purchase Behavior: Marketing Application of the Schönemann and Wang Unfolding Model, WILLIAM L. MOORE, EDGAR A. PESSEMIER, and TAYLOR E. LITTLE, May 1979, 203.

See "Brand Choice"

Predicting Purchase and Other Behaviors from General and Contextually Specific Intentions, PAUL R. WARSHAW, February 1980, 26.

See "Buyer Behavior"

Predicting Response Speed in Mail Surveys, STEPHEN J. HUXLEY, February 1980, 63.

See "Sampling and Survey Methods"

Pre-Test-Market Evaluation of New Packaged Goods: A Model and Measurement Methodology, ALVIN J. SILK and GLEN L. URBAN, May 1978, 171.

The substantial failure rate of new packaged goods in test markets has stimulated firms to seek improved methods of pre-test-market evaluation. A set of measurement procedures and models designed to produce estimates of the sales potential of a new packaged good before test marketing is presented. A case application of the system also is discussed.

Relative Information Contributions of Consumer Purchase Intentions and Management Judgment as Explanators of Sales, MURPHY A. SEWALL, May 1981, 249.

See "Sampling and Survey Research"

State-of-Mind Effects on the Accuracy with Which Utility Functions Predict Marketplace Choice, PETER WRIGHT and MARY ANN KRIEWALL, August 1980, 277.

See "Measurement"

Structure of Repeat Buying for New Packaged Goods, MANOHAR U. KALWANI and ALVIN J. SILK, August 1980, 316.

See "Buyer Behavior"

Synthesis of Predictive Models in Marketing Research, The, DEREK W. BUNN, May 1979, 280.

See "Econometric Models"

Tracker: An Early Test Market Forecasting and Diagnostic Model for New Product Planning, ROBERT BLATTBERG and JOHN GOLANTY, May 1978, 192.

A new product forecasting model is described which uses survey data (not panel data) to predict year-end test market sales from early test market results (usually three months). In addition to offering a sales forecast, the model is designed to provide diagnostic information about a new product's strengths and weaknesses. By relating advertising expenditures, price, and perceptions of performance/acceptability of the product to sales, the model indicates how an unsuccessful product can be redesigned or the marketing mix changed to make possible a successful introduction. The model also can be used for new product planning. Given a media plan, price, sampling level, couponing, and some estimate of repeat usage, a pre-test-market forecast of year-end sales can be made which allows management to evaluate different marketing plans to see which best meets profit or sales goals.

Using Segmentation Approaches for Better Prediction and Understanding from Consumer Mode Choice Models, IMRAN S. CURRIM, August 1981, 301.

See "Segmentation Research"

Using S-Shaped Curves to Predict Response Rates, RICHARD W. HILL, May 1981, 240.

See "Sampling and Survey Research"

INDUSTRIAL MARKETING

Effectiveness of Industrial Print Advertisements Across Product Categories, The, DOMINIQUE M. HANSSENS and BARTON A. WEITZ, August 1980, 294.
See "Advertising and Media Research"

Industrial Buyers' Choice Strategies: A Protocol Analysis, LOWELL E. CROW, RICHARD W. OLSHAVSKY, and JOHN O. SUMMERS, February 1980, 34.
Protocol analysis was used to develop detailed simulation models of the decision processes individual industrial buyers use in requesting quotations and selecting a final supplier. The results suggest that industrial buyers frequently employ multistage decision models involving conjunctive processes.

INFORMATION PROCESSING

A Few Questions on Consumer Information Processing: Two Product Cases, Coffee and Toothpaste, C. WHAN PARK, May 1978, 243.
A few questions about the description of consumer judgmental processes are raised and tested empirically for two products, coffee and toothpaste. The results indicate that consuers do not evaluate the two products in the same pattern. Situational factors which influence the consumer's mode of evaluation are identified.

Age Differences in Information Processing: A Perspective on the Aged Consumer, LYNN W. PHILLIPS and BRIAN STERNTHAL, November 1977, 444.
Literature pertaining to the effects of age differences indicates that elderly individuals and younger adults process information differently. Age differences result in a complex set of changes in individuals' sources of information, ability to learn, and susceptibility to social influence. The implications of these changes are discussed in terms of marketing practice, theory, and methodology.

Assisting Marketing Decisions by Computer Mapping: A Branch Banking Application, ROBERT R. BELL and NOEL B. ZABRISKIE, February 1978, 122.
A new computer technique has been developed to aid decision-makers in rapidly comprehending and using large amounts of information. The authors explain the theory and requirements of computer mapping, and describe a stepwise decision process which developed statewide, multicounty, and intracity maps as part of a retail banking site selection process.

Behavioral Process Approach to Information Acquisition in Nondurable Purchasing, A, JACOB JACOBY, ROBERT W. CHESTNUT, and WILLIAM A. FISHER, November 1978, 532.
A behavioral process method was used to explore the relationship of individual difference factors to consumer information acquisition behavior. Findings included: (1) the mean proportion of available information actually acquired was 2%, and (2) information search was concentrated on six of the 35 available information dimensions; increased information acquisition was related (3) positively to the product's importance for the individual, (4) positively to being an optimizer rather than a satisficer, (5) positively to high amounts of past purchasing experience with the product, and (6) negatively to attitudinal brand loyalty.

Beyond Attitude Structure: Toward the Informational Determinants of Attitude, MORRIS B. HOLBROOK, November 1978, 545.
See "Attitude Theory Research"

Causal Complexity: A Measure of Consumer Causal Attribution, RICHARD W. MIZERSKI, May 1978, 220.
See "Attitude Theory Research"

Contextual Influences on Consumer Price Responses: An Experimental Analysis, ERIC N. BERKOWITZ and JOHN R. WALTON, August 1980, 349.
See "Pricing Research"

Dimensions of Consumer Information Seeking Behavior, GEOFFREY C. KIEL and ROGER A. LAYTON, May 1981, 233.
See "Buyer Behavior"

Discrimination Testing and Product Decisions, HOWARD MOSKOWITZ, BARRY JACOBS, and NEIL FIRTLE, February 1980, 84.
See "Buyer Behavior"

Effect of Individual and Situation-Related Factors on Consumer Selection of Judgmental Models, The, C. WHAN PARK, May 1976, 144.
See "Buyer Behavior"

Effect of Self-Confidence and Anxiety on Information Seeking in Consumer Risk Reduction, WILLIAM B. LOCANDER and PETER W. HERMANN, May 1979, 268.
The authors examine the effect of generalized self-confidence, anxiety, and specific self-confidence on consumers' tendency to seek information sources as a means of reducing purchasing uncertainty. Consumers were asked to rate their tendency to seek six information sources for each of five products. The products differed in their degree of performance and social risk. The findings suggest that specific self-confidence about the product decision is significantly related to information seeking.

Experimental Investigation of Comparative Advertising: Impact of Message Appeal, Information Load, and Utility of Product Class, STEPHEN GOODWIN and MICHAEL ETGAR, May 1980, 187.
See "Advertising and Media Research"

Industrial Buyers' Choice Strategies: A Protocol Analysis, LOWELL E. CROW, RICHARD W. OLSHAVSKY, and JOHN O. SUMMERS, February 1980, 34.
See "Industrial Marketing"

Influence of Social Character on Preference for Social Versus Objective Information in Advertising, The, RICHARD W. MIZERSKI and ROBERT B. SETTLE, November 1979, 552.
See "Advertising and Media Research"

Information Load and Decision Quality: Some Contested Issues, JACOB JACOBY, November 1977, 569.
Important conceptual-definitional and empirical issues previously have been raised with regard to information overload in the consumer context. The primary purpose of this rejoinder is to highlight points of agreement and disagreement and thus bring closer a resolution of the issues.

Integrating Compositional and Decompositional Analyses to Represent the Intervening Role of Perceptions in Evaluative Judgments, MORRIS B. HOLBROOK, February 1981, 13.
See "Attitude Theory Research"

Linking Product Features to Perceptions: Self-Stated Versus Statistically Revealed Importance Weights, SCOTT A. NESLIN, February 1981, 80.
See "Measurement"

Method for Analyzing New Formulation Decisions, A, KATHRYN

E. A. VILLANI and DONALD G. MORRISON, August 1976, 284.

Because of inflation and supply shortages, managements increasingly have had to consider product reformulation as a means of keeping production costs down and retail prices competitive. An analytical approach is presented for estimating the market sizes for current and proposed new formulations of a product or brand. The analysis suggests fundamental issues that should be considered in the design and interpretation of research relevant to the reformulation decision.

Patterns of Information Source Usage Among Durable Goods Buyers, ROBERT A. WESTBROOK and CLAES FORNELL, August 1979, 303.

Durable goods buyers' prepurchase information search activities were studied to determine whether distinctive patterns of information source usage could be identified. A method based on canonical analysis of retail, neutral, and personal source usage measures in conjunction with selected explanatory variables proved useful in distinguishing four patterns. Tradeoffs were evident in the usage of and reliance on different information sources. The results emphasize the need for further study of consumer information need and information-gathering abilities.

Policy-Related Experiments on Information Provision: A Normative Model and Explication, MICHAEL J. HOUSTON and MICHAEL L. ROTHSCHILD, November 1980, 432.

See "Social Issues and Public Policy"

State-of-Mind Effects on the Accuracy with Which Utility Functions Predict Marketplace Choice, PETER WRIGHT and MARY ANN KRIEWALL, August 1980, 277.

See "Measurement"

Television Commercial Wearout: An Information Processing View, BOBBY J. CALDER and BRIAN STERNTHAL, May 1980, 173.

See "Advertising and Media Research"

Validity of Information Display Boards: An Assessment Using Longitudinal Data, DONALD R. LEHMANN and WILLIAM L. MOORE, November 1980, 450.

An experiment was done in which subjects acquired information on, made choices among, and consumed their choices of five health breads once a week for six weeks. Information acquisition was monitored by means of an information display board (IDB). Validity of the methodology was assessed by comparing actual information acquisition with hypotheses based on theory and/or empirical evidence. This method showed reasonable construct validity. The amount of information acquired declined significantly between each pair of adjoining choice occasions. The introduction of a new brand in the fourth week did not increase total acquisition, but shifted the search primarily to the new brand. Similarly, announcement of a price reduction on one bread did not increase total acquisition, but shifted information acquisition to the reduced-price brand and to the prices of the other brands.

Value of Information for Selected Appliances, The, BRIAN T. RATCHFORD, February 1980, 14.

See "Buyer Behavior"

Using Information Processing Theory to Design Marketing Strategies, ALICE M. TYBOUT, BOBBY J. CALDER, and BRIAN STERNTHAL, February 1981, 73.

The research demonstrates the usefulness of information processing in designing marketing strategy. Two strategies based on information processing theory are shown to be effective in combating the impact of an adverse rumor. The traditional theoretical and intuitive strategy of directly refuting a rumor is shown to be ineffective.

INTERVIEWING METHODS

Compliance with an Interview Request: A Foot-in-the-Door, Self-Perception Interpretation, PETER H. REINGEN and JEROME B. KERNAN, August 1977, 365.

The foot-in-the-door technique, derived from a social-psychological concept which suggests that compliance with a relatively large request is significantly more likely to occur if preceded by compliance with a small request of the same genre, is extended to a marketing research application in the context of a 2×2 factorial design incorporating size of request and incentive.

Effect of Question Form on Gathering Income Data by Telephone, The, WILLIAM B. LOCANDER and JOHN P. BURTON, May 1976, 189.

See "Sampling and Survey Methods"

Evaluation of the Effectiveness of Drop-Off Questionnaire Delivery, An, CHRISTOPHER H. LOVELOCK, RONALD STIFF, DAVID CULWICK, and IRA M. KAUFMANN, November 1976, 358.

See "Sampling and Survey Methods"

How to Ask Questions About Drinking and Sex: Response Effects in Measuring Consumer Behavior, ED BLAIR, SEYMOUR SUDMAN, NORMAN M. BRADBURN, and CAROL STOCKING, August 1977, 316.

This article reports a nationwide study of response effects based on answers from almost 1,200 respondents to threatening behavioral questions presented in various formats. Results indicate that threatening questions requiring yes-or-no answers can be asked in any format, but that threatening questions requiring quantified answers are best asked in open-ended, long questions with respondent-familiar wording.

Investigation into Interviewer Effects in Market Research, An, J. R. McKENZIE, August 1977, 330.

Results of a survey of attitudes toward a range of potential new products are analyzed to detect interviewer effects by means of a nested random effects analysis of variance model. The relationship of such effects to interviewers' views on the products and to question content also is investigated.

Measures of Interviewer Bias and Variance, BARBARA BAILAR, LEROY BAILEY, and JOYCE STEVENS, August 1977, 337.

Two studies of interviewer bias and variance are reported. One is a controlled experiment which yielded estimates of interviewer variability. The other, in which a controlled experiment was not feasible, yielded indications of a relationship between "success" in collecting income data and interviewer characteristics and attitudes.

Striving for Response Accuracy: Experiments in New Interviewing Techniques, CHARLES F. CANNELL, LOIS OKSENBERG, and JEAN M. CONVERSE, August 1977, 306.

A dual program analyzed response invalidity and experimented with interviewing techniques designed to improve reporting. Respondent perceptions, interviewer behavior, and the relation of invalidity to characteristics of requested information are discussed and hypotheses are posed about cognitive and emotional demands of the question-answering task.

MARKET SEGMENTATION

Cross-Shopping and Retail Growth, STANTON G. CORT and LUIS DOMINGUEZ, May 1977, 187.

See "Buyer Behavior"

Identifying Interurban Shoppers: Multiproduct Purchase Patterns and Segmentation Profiles, WILLIAM R. DARDEN and WILLIAM D. PERREAULT, JR., February 1976, 51.

The authors suggest that there is more than one type of outshopper, each type motivated by needs emanating from unique socioeconomic, life cycle, and life style perspectives. These concepts are tested with an empirical classification of outshoppers.

Market Segments and Stochastic Brand Choice Models, ROBERT C. BLATTBERG and SUBRATA K. SEN, February 1976, 34.

The modeling of buyer behavior by stochastic brand choice models has typically involved the use of a single model to represent the behavior of all consumers though consumer heterogeneity is recognized by allowing the model's parameters to vary across the population. However, analysis of panel data for several frequently purchased products indicates the existence of several distinct consumer segments which are difficult to represent by a single model. It is shown, instead, that in order to describe adequately the behavior of these segments, it is necessary to use several different models while allowing consumers within a segment to have different model parameters.

MEASUREMENT

A Model and Measurement Methodology for Predicting Individual Consumer Choice, RICHARD R. BATSELL and LEONARD M. LODISH, February 1981, 1.

The authors describe a model and measurement methodology by which to predict the probability that an individual consumer will choose a product from an offered set of competing products. After a brief review of alternative approaches, they use a simple example to illustrate the proposed methodology. They demonstrate the empirical validity of the methodology by using data from an experiment in repetitive choice.

Alternating Least Squares Optimal Scaling: Analysis of Nonmetric Data in Marketing Research, WILLIAM D. PERREAULT, JR. and FORREST W. YOUNG, February 1980, 1.

See "Scaling Methods"

Alternative Estimation Methods for Conjoint Analysis: A Monté Carlo Study, DICK R. WITTINK and PHILIPPE CATTIN, February 1981, 101.

Conjoint analysis has been applied in a large number of commercial projects as well as in many noncommercial studies. Often MONANOVA, a nonmetric technique, is applied to a preference rank order obtained for a set of hypothetical objects. The authors report simulation results obtained for four alternative estimation procedures, ANOVA, LINMAP, LOGIT, and MONANOVA. The results suggest, within the limitations of the simulation study, that ANOVA may be the preferred procedure for compensatory models, whereas LINMAP is most likely to provide the best predictive validity for models with a dominant attribute.

Alternative Perceptual Mapping Techniques: Relative Accuracy and Usefulness, JOHN R. HAUSER and FRANK S. KOPPELMAN, November 1979, 495.

Perceptual mapping is widely used in marketing to analyze market structure, design new products, and develop advertising strategies. The authors present theoretical arguments and empirical evidence which suggest that factor analysis is superior to discriminant analysis and similarity scaling with respect to predictive ability, managerial interpretability, and ease of use.

Alternative Semantic Scaling Formats for Measuring Store Image: An Evaluation, DENNIS MENEZES and NORBERT F. ELBERT, February 1979, 80.

Only slight advantages are shown for the Stapel scale in lack of leniency (high scores) and the semantic differential scale in precision (low variance) in a comparison of these scale approaches with the Likert one in measuring store image. Careful measure validation showed no marked differences among the three scale approaches, and thus choices among them should be made on other grounds.

Analysis of Contingency Tables with Sparse Values, WILLIAM S. SHIELDS and ROGER M. HEELER, August 1979, 382.

See "Regression and Other Statistical Techniques"

Assessing Measurement Error in Key Informant Reports: A Methodological Note on Organizational Analysis in Marketing, LYNN W. PHILLIPS, November 1981, 395.

The author examines the reliability and validity of measures of organizational characteristics used in previous marketing studies in the areas of strategic planning and distribution channels. Key informants in 506 wholesale-distribution companies provided reports on (1) characteristics of the firm's product portfolio and (2) characteristics of the firm's power-dependence relations with its major suppliers and customers. In contrast to previous investigations, which sampled only a single informant per unit of analysis, data were collected from multiple informants in each firm. Results showed that informant reports often achieved convergent and discriminant validity when variance due to methods factors was explicitly modeled. However, partitioning of variance according to trait, method, and random error components showed that informant reports often exhibited less than 50% variance attributable to the trait factor under investigation. Implications of the findings are discussed for those marketing studies which focus on organizations or organizational subunits as the unit of analysis.

Assessment of CAD, An—A Personality Instrument Developed Specifically for Marketing Research, JOHN P. NOERAGER, February 1979, 53.

CAD is a measurement instrument developed specifically for marketing research. An empirical assessment of reliability and validity raises some questions about its usefulness in its present form.

Attitude Pollimeter, The: A New Attitude Scaling Device, SHLOMO I. LAMPERT, November 1979, 578.

See "Scaling Methods"

Attibute Importance: Contrasting Measurements, ROGER M. HEELER, CHIKE OKECHUKU, and STAN REID, February 1979, 60.

Three methods of obtaining attribute importance—conjoint measurement, self (questionnaire) report, and information display board—are compared and found to yield contrasting results. The results of multiattribute models and determinant attribute and tradeoff analyses would depend on the method of measurement used. The information display board is hypothesized to yield a measure of greater face validity than the other two methods.

Comment on "A New Measure of Predictor Variable Importance

in Multiple Regression," BARBARA BUND JACKSON, February 1980, 133.
See "Regression and Other Statistical Techniques"

Comparison of the Internal Validity of Alternative Parameter Estimation Methods in Decompositional Multiattribute Preference Models, A, ARUN K. JAIN, FRANKLIN ACITO, NARESH K. MALHOTRA, and VIJAY MAHAJAN, August 1979, 313.
Since 1971, interest in the use of decompositional multiattribute preference models in marketing has been increasing. The applications have varied in terms of the type of data used, behavior predicted, and methods used for estimating parameters. The authors examine the effect of different data collection and estimation procedures on parameter estimates and their stability and validity. An actual data base is used. A detailed comparison is made of the alternative approaches of parameter estimation and suggestions are given for the potential users of decompositional multiattribute preference models.

Conjoint Measurement: Temporal Stability and Structural Reliability, JAMES McCULLOUGH and ROGER BEST, February 1979, 26.
Reliability and stability of preference patterns obtained through conjoint measurement are examined by perturbing the stimulus structure and by repeating measurements after the passage of time. Conjoint measurement appears to be very robust to perturbation and reasonably stable over time.

Construct Validity: A Review of Basic Issues and Marketing Practices, J. PAUL PETER, May 1981, 133.
An attempt is made to explicate the meaning of construct validity. Operational issues in the process of construct validation are investigated. A subset of *JMR* studies involving construct validation are reviewed and the role of construct validity in marketing is considered.

Construct Validity of the Tripartite Classification of Attitudes, The, RICHARD P. BAGOZZI, ALICE M. TYBOUT, C. SAMUEL CRAIG, and BRIAN STERNTHAL, February 1979, 88.
The convergent, discriminant, and predictive validity of the tripartite model of attitudes is investigated. On the basis of a structural equation methodology, evidence is obtained for convergent validity. Moreover, a factor analysis of the attitude measures and measures of perceived extraneous events and personal and social normative beliefs provides evidence for discriminant validity. Finally, evidence for predictive validity based on actual and intended behaviors is found to be mixed. The implications of these findings for research pertaining to the prediction of consumer behavior are discussed.

Developing Practical Procedures for the Measurement of Personal Values in Cross-Cultural Marketing, J. MICHAEL MUNSON and SHELBY H. McINTYRE, February 1979, 48.
This research investigates a particular value-assessing instrument, the Rokeach Value Survey (RVS), for its applicability to cross-cultural marketing. The study establishes that in measuring values a Likert type of scaling approach is not significantly less reliable than the more cumbersome ranking approach used by psychologists. Scaling also may be better suited to marketing applications. A "multiprofile-multimethod" matrix analysis suggests that the Rokeach "terminal" and "instrumental" profiles are reliable and distinctive.

Econometric Measurement of the Duration of Advertising Effect on Sales: A Comment, YORAM C. PELES, May 1979, 284.
See "Econometric Models"

Evaluating Structural Equation Models With Unobservable Variables and Measurement Error, CLAES FORNELL and DAVID F. LARCKER, February 1981, 39.
See "Econometric Models"

Evaluating Structural Equation Models With Unobservable Variables and Measurement Error: A Comment, RICHARD P. BAGOZZI, August 1981, 375.
See "Econometric Models"

Implementation of Response Latency Measures, JAMES MacLACHLAN, JOHN CZEPIEL, and PRISCILLA LaBARBERA, November 1979, 573.
Response latency, which is the amount of time a respondent deliberates before answering a question, can serve as an indicator of the respondent's certainty. This research demonstrates that latency can be measured unobtrusively in telephone interviewing by means of automatic equipment. Latency is found to be a robust measure in that it was not appreciably influenced by the serial position of questions. There is an inverse relationship between latency and probability that a question is answered correctly, as latency sharply differentiates subjects giving correct answers from those giving incorrect answers.

Improved Method for Comparing Rank-Order Preferences of Two Groups of Consumers, ADRIAN B. RYANS and V. SRINIVASAN, November 1979, 583.
Ryans recently proposed several measures that could be used to determine the degree of agreement between sets of preference rankings from two separate groups of consumers. The most satisfactory of these measures required burdensome computations for large data sets. In this article a much simpler method of calculating the measure is described that makes feasible its computation for large data sets.

Improving Prediction in Conjoint Measurement, DOV PEKELMAN and SUBRATA K. SEN, May 1979, 211.
Conjoint measurement generally is used to assess utilities for a few discrete attribute levels. An important practical application of such utility assessments is the prediction of the overall value of alternative new product concepts. If these product concepts are defined as combinations of attribute levels *other* than the original discrete levels presented to the respondents, linear interpolation commonly is used to predict utilities for the *new* attribute levels. However, linear interpolation may lead to poor predictions and the consequent choice of the wrong new product to introduce in the market. Therefore, the authors present an alternative to linear interpolation: the estimation of a utility function. An analytical procedure and some numerical results are provided to indicate the superiority of the utility function approach for the prediction of attribute utilities. The market share implications of improved utility prediction are discussed.

Introduction to the Special Section: Measurement and Marketing Research—Is the Flirtation Going to Lead to a Romance?, MICHAEL L. RAY, February 1979, 1.
The articles in this special section provide practical guidelines and examples for carrying out reliability and validity measurement testing, which is essential to the advancement of marketing research. A content analysis of *JMR* articles shows increasing concern with these issues in the past five years. A special AMA committee and a new *JMR* section are proposed to move the field beyond concern (flirtation) and into action (romance).

Isolating Attitudinal and Normative Influences in Behavioral Intentions Models, PAUL W. MINIARD and JOEL B. COHEN, February 1979, 102.

Behavioral intentions often have been used as a surrogate for actual behavior in choice models and to reflect the impact of marketing variables. The Fishbein behavioral intentions model posits two determinants of behavioral intentions: a personal or attitudinal component and a social influence or normative component. The authors use an experimental methodology to examine aspects of this model's construct validity. Certain operational problems are identified and related to underlying conceptual difficulties in separating these two components.

Linking Product Features to Perceptions: Self-Stated Versus Statistically Revealed Importance Weights, SCOTT A. NESLIN, February 1980, 80.

The author compares self-stated and statistical techniques for linking product features to perceptions. An empirical application shows an analysis of variance model to be superior with respect to predictive validity, and thus supports the use of statistical rather than self-stated methods for linking features to perceptions.

Measure Validation of Leisure Time Activities: Time Budgets and Psychographics, GEORGE J. SZYBILLO, SHARON BINSTOK, and LAURANNE BUCHANAN, February 1979, 74.

The authors examined the interrelationships of husband leisure time activities based on husband-reported time budgets, husband-reported activity measures, and wife-reported descriptions of husband behavior. An adaptation of the Campbell and Fiske multimethod-multitrait analysis indicated significant convergent validity and discriminant validity.

Measures of Manifest Conflict in Distribution Channels, JAMES R. BROWN and RALPH L. DAY, August 1981, 263.

See "Channels of Distribution"

Measures of Salespeople's Job Satisfaction: Convergent and Discriminant Validity of Corresponding INDSALES and Job Descriptive Index Scales, CHARLES M. FUTRELL, November 1979, 594.

The satisfaction scales for work, coworkers, supervision, pay, and promotion of the INDSALES and Job Descriptive Index (JDI) were obtained from a national sample of 209 salesmen in the health care industry. Convergent and discriminant validity were examined by using the criteria of Campbell and Fiske.

Measuring Correlation in Ordered Two-Way Contingency Tables, ULF OLSSON, August 1980, 391.

See "Regression and Other Statistical Techniques"

Measuring Personal Values: An Evaluation of Alternative Methods, THOMAS J. REYNOLDS and JAMES P. JOLLY, November 1980, 531.

Three methods of gathering and evaluating value profiles for use in market segmentation are compared. Different reliability estimates are found to produce different conclusions as to the relative test-retest reliability of the three methods. However, the most appropriate statistical measure, Kendall's tau_B, reveals that Likert rating scales are significantly less reliable than either rank ordering or paired comparison procedures. No differences in subject interest are found among the methods, but Likert scales and rank ordering require less response time than do paired comparisons. Implications for method choice and future research are discussed.

Measuring Reliability: A Comparison of Alternative Techniques, RAVI PARAMESWARAN, BARNETT A. GREENBERG, DANNY N. BELLENGER, and DAN H. ROBERTSON, February 1979, 18.

Few scholars would dispute the need to quantify and report the reliability of measurement in marketing research. There appears to be considerable confusion, however, about the appropriateness of various reliability measurement techniques. A comparison is made of the results from several alternative techniques applied to a lifestyle questionnaire. One technique rarely used to date in marketing research is suggested as superior to the others on the basis of the likelihood of its assumptions in an actual measurement setting.

Measuring the Cumulative Effects of Advertising on Sales: A Response to Peles, DARRAL G. CLARKE, May 1979, 286.

See "Econometric Models

Model Misspecification in Multiattribute Parameter Estimation, FRANK J. CARMONE and PAUL E. GREEN, February 1981, 87.

See "Regression and Other Statistical Techniques"

On the Measurement of Purchase Data: Surveys Versus Purchase Diaries, YORAM WIND and DAVID LERNER, February 1979, 39.

The first large-scale marketing study in which individual consumers' survey responses could be linked to their panel diary recordings is reported. The results, for the margarine category only, indicate correspondence between the two data sets at the aggregate brand share level but great discrepancies at the individual consumer level. Analysis of this discrepancy calls into question the use of survey reports as an indicator of individual purchase in product positioning, segmentation, advertising media and copy research, and concept/product testing.

On Using Response Latency to Measure Preference, DAVID A. AAKER, RICHARD P. BAGOZZI, JAMES M. CARMAN, and JAMES M. MacLACHLAN, May 1980, 237.

The role of response latency in the measurement of preferences is investigated by means of a causal modeling method. The convergent validity and predictive validity of response latency measures are examined and compared with those of constant sum and paired comparison procedures.

On Using Voice Analysis in Marketing Research, NANCY J. NIGHSWONGER and CLAUDE R. MARTIN, JR., August 1981, 350.

Voice analysis has received attention recently in both the marketing/advertising literature and among marketing research practitioners. The authors summarize the concept behind the technique and identify major concerns with its use. They draw upon research from other disciplines, particularly psycholinguistics, psychosomatic medicine, polygraphy, and acoustics for their discussion.

Possible Biases in Parameter Estimation with Store Audit Data, ROBERT SHOEMAKER and LEWIS G. PRINGLE, February 1980, 91.

Researchers frequently use the Nielsen "bimonthly" retail audit data as a measure of actual sales over a two-month period. The results of several simulations suggest that this practice can lead to parameter estimates that are biased by as much as 22%. A bias of this magnitude could seriously affect conclusions reached by researchers and lead managers to make incorrect marketing decisions. This discrepancy is due to the fact that different stores in the Nielsen sample are audited over different two-month periods. As a result, the aggregate Nielsen audit figure partially reflects sales over a three-month period. Several procedures for reducing this bias in the parameter estimates are suggested.

Paradigm for Developing Better Measures of Marketing Constructs, A, GILBERT A. CHURCHILL, JR., February 1979, 64.

A critical element in the evolution of a fundamental body of knowledge in marketing, as well as for improved marketing practice, is the development of better measures of the variables with which marketers work. In this article an approach is outlined by which this goal can be achieved and portions of the approach are illustrated in terms of a job satisfaction measure.

Reliability: A Review of Psychometric Basics and Recent Marketing Practices, J. PAUL PETER, February 1979, 6.

The basic theories and measurement procedures for reliability and the closely related concept of generalizability are reviewed, illustrated, and evaluated for use in marketing research. A critique is given of a subset of previous marketing research studies in which reliability estimates were used and recommendations are made for future research.

Reply to "A Comment on a New Measure of Predictor Variable Importance in Multiple Regression," PAUL E. GREEN, J. DOUGLAS CARROLL, and WAYNE S. DeSARBO, February 1980, 116.

See "Regression and Other Statistical Techniques"

Response Latency: A New Measure for Scaling Brand Preference, TYZOON T. TYEBJEE, February 1979, 96.

A scaling model is presented to estimate brand preference structures by use of response latency or choice time measures. The structure of the model and the predictive validity of the preference scales estimated by this model are tested in the context of a computer-controlled pairwise choice experiment.

State-of-Mind Effects on the Accuracy with Which Utility Functions Predict Marketplace Choice, PETER WRIGHT and MARY ANN KRIEWALL, August 1980, 277.

Derived and reported utility functions for members of a high school junior's family were used to predict actual college applications made the next year. Whether or not advance deliberations were prompted before the utility measurement was varied, as was whether or not subjects imagined an imminent commitment deadline. The predictions were poorer when subjects did not deliberate in advance or imagine a commitment was imminent. The reported utilities gave better predictions than the derived ones.

Structural Equation Models With Unobservable Variables and Measurement Error: Algebra and Statistics, CLAES FORNELL and DAVID F. LARCKER, August 1981, 382.

See "Econometric Models"

Techniques in Market Measurement: The Jackknife, IAN FENWICK, August 1979, 410.

See "Regression and Other Statistical Techniques"

Test of the Reliability of Psychographics, A, ALVIN C. BURNS and MARY CAROLYN HARRISON, February 1979, 32.

A test-retest study of the reliability of 36 psychographic items was conducted for a one-year time interval with women subjects. Analysis revealed nine stable psychographic dimensions, some judged to define lasting personal characteristics and some apparently open to external influence during the test interval. Internal consistency analysis on the first set of dimensions showed that stochastic responses were present in both years. However, random responses to the six-point agreement-disagreement scale tended to be confined to one response category in the great majority of cases. Implications of these findings for the use of psychographics are discussed.

Testing Micropreference Structures, GORDON G. BECHTEL and P. J. O'CONNOR, May 1979, 247.

See "Scaling Methods"

Using Attribute Ratings for Product Positioning: Some Distinctions Among Compositional Approaches, JOEL HUBER and MORRIS B. HOLBROOK, November 1979, 507.

Compositional methods for generating product spaces from attribute data differ in their capacity to recover objective dimensions that discriminate between brands. These differences, which have important implications for the usefulness of various scaling techniques to managers, are illustrated by an example from consumer esthetics involving the evaluation of recordings by jazz saxophonists. The emphasis is on contrasts among the compositional approaches that result in different kinds of dimensions being prominent in reduced space solutions.

MINORITY MARKETING

Ghetto Marketing Life Cycle, The: A Case of Underachievement, ALAN R. ANDREASEN, February 1978, 20.

See "Social Issues and Public Policy"

NEW PRODUCT RESEARCH

Discrimination Testing and Product Decisions, HOWARD R. MOSKOWITZ, BARRY JACOBS, and NEIL FIRTLE, February 1980, 84.

See "Buyer Behavior"

Improving Prediction in Conjoint Measurement, DOV PEKELMAN and SUBRATA K. SEN, May 1979, 211.

See "Measurement"

Multiattribute Approaches for Product Concept Evaluation and Generation: A Critical Review, ALLAN D. SHOCKER and V. SRINIVASAN, May 1979, 159.

Multiattribute research in marketing seeks an understanding of the structure of customer decisions with respect to the market offerings of a firm and its competitors. Through such understanding the firm trys to evaluate and/or design its offerings for greater customer satisfaction and profitability. Recent applications of such research to new product evaluation and to concept generation are reviewed and critiqued, relevant methodologies are contrasted, and the import of this research thrust for management is assessed.

Structure of Repeat Buying for New Packaged Goods, MANOHAR U. KALWANI and ALVIN J. SILK, August 1980, 316.

See "Buyer Behavior"

ORGANIZATIONAL BUYER BEHAVIOR

Development of a Content Analytic System for Analysis of Bargaining Communication in Marketing, REINHARD ANGELMAR and LOUIS W. STERN, February 1978, 93.

A content analytic system focused on marketing communications can provide important insights into bargaining behavior. This article concerns testing the reliability and assessing the validity of a theoretically based communication categorization scheme.

Exploring Environmental Influences in Organizational Buying, KJELL GRØNHAUG, August 1976, 225.

A taxonomy, product dependent and product independent, is introduced as a basis for classifying organizations and comparing their behavior in buying situations. In a study conducted among 48 organizations, purchasing activities were found to be more structured in product dependent than in product independent

organizations. Furthermore, a study of how a complex buying situation was handled demonstrated differences between the two types of organization with regard to search behavior, buying motives, and goals pursued.

Industrial Buyer, The, and the Postchoice Evaluation Process, DAVID R. LAMBERT, RONALD J. DORNOFF, and JEROME B. KERNAN, May 1977, 246.

Models of industrial buyer behavior generally assume that postchoice evaluation of purchased materials serves as an input to the decision-maker's attitude set, and hence has some effect on subsequent decision-making. The findings of an exploratory experiment suggest that the impact of evaluation after choice may be more complex than previously supposed.

Modeling an Organizational Buyer's Product Evaluation Strategy: Validity and Procedural Considerations, JEROME E. SCOTT and PETER WRIGHT, August 1976, 211.

The subjective weights an organizational buyer gave to different cues were estimated by regression procedures with data from an in-office product-concept evaluation task. Multiple validity tests of the estimated weighting coefficients were performed including cross-validations, comparisons with a "known-groups" model, and comparisons with self-reports. The effects on the estimated models of variations in the product-concept profiles used in the task also were examined. The results provide insight on the validity of cue-weighting evidence gathered under field conditions.

PRICING RESEARCH

Application of Sequential Analysis in Market Research, The, E. J. ANDERTON, K. GORTON, and R. TUDOR, February 1980, 97.

See "Regression and Other Statistical Techniques"

Applied Dynamic Pricing and Production Models with Specific Application to Broadcast Spot Pricing, LEONARD M. LODISH, May 1980, 203.

Easily implemented dynamic models for pricing and production or ordering decisions are developed for products or services whose value to the consumer may be changing over time. The models are easily solved by brute force dynamic programming. Implementation examples of models for broadcast pricing are presented.

Comment on "A Major Price-Perceived Quality Study Reexamined," J. DOUGLAS McCONNELL, May 1980, 263.

McConnell replies to Riesz' reexamination of his 1967 study.

Contextual Influences on Consumer Price Responses: An Experimental Analysis, ERIC N. BERKOWITZ and JOHN R. WALTON, August 1980, 359.

Presentation of price is a common form of retail advertising. The authors examine the influences of semantic, comparison, the store name cues on consumer price perceptions. The research, unlike earlier student-based pricing studies, involved 562 consumers from a major metropolitan area who were each exposed to one of 16 treatment conditions. Results indicate comparison cues produce positive results, whereas the effect of semantic cues depends on the particular stimulus. Findings underscore the necessity for broader price research beyond traditional quality implications and wider representation of product types.

Development of a Content Analytic System for Analysis of Bargaining Communication in Marketing, REINHARD ANGELMAR and LOUIS W. STERN, February 1978, 93.

See "Organizational Buyer Behavior"

Dynamics of Price Elasticity and Brand Life Cycles: An Empirical Study, HERMANN SIMON, November 1979, 439.

A brand life cycle model is described which incorporates carryover effects and obsolescence and allows for time-varying price responses. An empirical study of 35 brands in seven different markets shows typical changes in price elasticity during the brand life cycle. Important implications for strategic pricing and antitrust issues are indicated.

Effects of Price and Advertising in Test-Market Experiments, GERALD J. ESKIN and PENNY H. BARON, November 1977, 499.

See "Advertising and Media Research"

Experiment in Brand Choice, An, P. CHARLTON and A. S. C. EHRENBERG, May 1976, 152.

See "Brand Choice"

Financial Terms of Sale and Control of Marketing Channel Conflict, MICHAEL LEVY and DWIGHT GRANT, November 1980, 524.

See "Channels of Distribution"

Major Price-Perceived Quality Study Reexamined, A, PETER C. RIESZ, May 1980, 259.

An often-cited study of the price-perceived quality relationship is reexamined in detail. Relationships for which extremely high levels of statistical significance are claimed are shown to be neither statistically nor substantively significant. In addition, some deficiencies in design seriously threaten the validity of the investigation.

Models for Pricing Decisions, KENT B. MONROE and ALBERT J. DELLA BITTA, August 1978, 413.

The authors review the major pricing decisions that must be made by managers, explain the current price decision models, and suggest the developments necessary before pricing decisions can become more "scientific" in orientation. They suggest ways market researchers can contribute to the creative development of new approaches to solving pricing problems.

Number of Estimators, The: A Critical Decision for Marketing Under Competitive Bidding, KENNETH SIMMONDS and STUART SLATTER, May 1978, 203.

The almost exclusive concern for deciding bid prices has obscured the importance to bidding firms of adjusting other marketing variables. Taking the capacity to prepare bids as one example of these variables, the authors develop a procedure for calculating an optimum number of estimators. A new method is used for computing probabilities of success in bidding, based on the past dispersion of competitor prices. The dispersion is interpreted as reflecting different assessments of the best way to carry out the work required and not, as commonly assumed, a combination of errors in estimating one "true cost" plus differences in competitors' markups. Applied to a sample of firms, the procedure indicates that additional estimators would increase the expected profits for each firm.

Reduction in Selling Price After the Introduction of Competition, DAVID N. BURT and JOSEPH E. BOYETT, JR., May 1979, 275.

Price is one of the most important and least understood factors of marketing. For a significant number of goods and services, price is established by the technique of competitive bidding. In many instances such competitive bidding occurs after the items have been priced under monopolistic conditions. A study of 356 items which had been priced under sole source and then under

competitive conditions showed that the introduction of competition is associated with a reduction in unit price of between 10.8 and 17.5%, depending on the size of the order. The number of units purchased also has a significant effect on price.

Value of Unit Price Information, The, J. EDWARD RUSSO, May 1977, 193.

When unit prices were posted on separate shelf tags in a supermarket, consumer expenditures decreased by 1%. When unit prices were displayed also on an organized list, consumer savings were 3%. In addition, the list format caused a 5% increase in the market shares of store brands. The benefits to both consumers and retailers justify the cost of providing unit price information on a widespread basis.

REGRESSION AND OTHER STATISTICAL TECHNIQUES

AID/Logit Procedure for Analyzing Large Multiway Contingency Tables, An, PAUL E. GREEN, February 1978, 132.

A two-step procedure is described in which AID is applied first to a multiway contingency table to isolate those variables (and levels within variables) that best account for variance in the criterion. A logit analysis follows for estimating parameters for prediction purposes. The method is described and applied illustratively to a set of data on usage of an AT & T telecommunications service.

Alternating Least Squares Optimal Scaling: Analysis of Nonmetric Data in Marketing Research, WILLIAM D. PERREAULT, JR. and FORREST W. YOUNG, February 1980. 1.

See "Scaling Methods"

Alternative Estimation Methods for Conjoint Analysis: A Monté Carlo Study, DICK R. WITTINK and PHILIPPE CATTIN, February 1981, 101.

See "Measurement"

Application of Sequential Analysis in Market Research, E. J. ANDERTON, K. GORTON, and R. TUDOR, February 1980, 97.

The authors review their earlier work on the application of sequential analysis to market research problems. An extension of the method investigating the relationship between consumer preference and price level is described and a novel sequential chart is presented for use when the degree of preference is to be determined.

Appropriateness of Linear Discriminant and Multinomial Classification Analysis in Marketing Research, WILLIAM R. DILLON, MATTHEW GOLDSTEIN, and LEON G. SCHIFFMAN, February 1978, 103.

Buyer usage behavior data are used to compare the relative performance of a linear-discriminant analysis and several multinomial classification methods. The potential shortcomings of each of the procedures investigated are cited, and a new method for determining the contribution of a variable to discrimination in the context of the multinomial classification problem also is presented.

Analysis of Contingency Tables with Sparse Values, WILLIAM S. SHIELDS and ROGER M. HEELER, August 1979, 382.

In the chi square analysis of cross-tabulated variables, the problem of low cell counts is usually solved by combining categories, at the cost of a loss of information, or by using larger samples, at added financial cost. Use of a chi square statistic based on an extension of the Fisher Exact Test can provide a third, less costly alternative.

Analysis of Sales Call Effectiveness, LEONARD JON PARSONS and PIET VANDEN ABEELE, February 1981, 107.

See "Salesforce Research"

Analyzing Qualitative Predictors with Too Few Data: An Alternative Approach to Handling Sparse-Cell Values, WILLIAM R. DILLON, MATTHEW GOLDSTEIN, and LUCY LEMENT, February 1981, 63.

The marketing manager faces several dilemmas when analyzing multivariate frequency data. If the choice is to analyze a series of two-dimensional condensed tables, the interrelationships between those factors not in the table will be lost and biased inferences can result. If the decision is to analyze the complete multiway table, many of the cells may be sparse. The authors address the issue of how best to handle sparse-cell values in the context of a marketing data set relating store choice behavior to a number of shopper-specific variables. A simple new approach to this problem, which utilizes loglinear modeling techniques, is developed and contrasted with alternative remedies. The results of the comparative analysis show the proposed approach performs well, especially in the correct classification of seemingly unclassifiable shoppers.

Bayesian Analysis for the Evaluation of Marketing Research Expenditures: A Reassessment, GERT ASSMUS, November 1977, 562.

See "Econometric Models"

Comment on "A New Measure of Predictor Variable Importance in Multiple Regression," BARBARA BUND JACKSON, February 1980, 113.

The δ_i^2 measure suggested by Green, Carroll, and DeSarbo for measuring the importance of individual independent variables in multiple regression is shown to involve exactly the same types of shortcomings as do the measures it is intended to replace.

Comments on Polling Issues and Methods in Regression Analysis, ROBERT BROBST and ROGER GATES, November 1977, 598.

The authors comment on Bass and Wittink's use of Wallace's "weaker" criteria to justify pooling data that fail to meet the conventional homogeneity test.

Comparison of the Internal Validity of Alternative Parameter Estimation Methods in Decompositional Multiattribute Preference Models, A, ARUN K. JAIN, FRANKLIN ACITO, NARESH K. MALHOTRA, and VIJAY MAHAJAN, August 1979, 313.

See "Measurement"

Comparison of Two Logit Models in the Analysis of Qualitative Marketing Data, A, DAVID FLATH and E. W. LEONARD, November 1979, 533.

See "Econometric Models"

Complementary Use of Multivariate Procedures to Investigate Nonlinear and Interactive Relationships Between Personality and Product Usage, CHARLES M. SCHANINGER, V. PARKER LESSIG, and DON B. PANTON, February 1980, 119.

Several multivariate procedural approaches—canonical analysis, cluster analysis paired with multiple discriminant analysis, and Taylor expansion regressions with trend surface mapping—are used in a complementary fashion to examine and cross-validate nonlinear and interactive relationships between personality and product usage variables.

Conjoint Measurement: Temporal Stability and Structural Reliability, JAMES McCULLOUGH and ROGER BEST, February 1979, 26.

See "Measurement"

Construct Validity of the Tripartite Classification of Attitudes, The, RICHARD P. BAGOZZI, ALICE M. TYBOUT, C. SAMUEL CRAIG, and BRAIN STERNTHAL, February 1979, 88.
See "Measurement"

Data Quality, Level of Aggregation, and Nonmetric Multidimensional Scaling Solutions, GEORGE S. DAY, TERRY DEUTSCHER, and ADRIAN B. RYANS, February 1976, 92.
See "Scaling Methods"

Design of Advertising Experiments Using Statistical Decision Theory, The, ROBERT C. BLATTBERG, May 1979, 191.
See "Advertising and Media Research"

Discrimination Procedures for the Analysis of Nominally Scaled Data Sets, HOWARD S. GITLOW, August 1979, 387.
The author compares two discrimination procedures used for analyzing nominally scaled data sets, dummy variable multiple discriminant function analysis and multivariate nominal scale analysis. Both procedures are illustrated on an in-home consumption data base.

Effect of Order of Presentation of Similarity Judgments on Multidimensional Scaling Results, The: An Empirical Examination, ARUN K. JAIN and CHRISTIAN PINSON, November 1976, 435.
See "Scaling Methods"

Effects of Scaling on the Correlation Coefficient: Additional Considerations, WARREN S. MARTIN, May 1978, 304.
See "Scaling Methods"

Estimating Models of Seasonal Market Response Using Dummy Variables, ALBERT R. WILDT, February 1977, 34.
See "Econometric Models"

Evaluating Structural Equation Models With Unobservable Variables and Measurement Error, CLAES FORNELL and DAVID F. LARCKER, February 1981, 39.
See "Econometric Models"

Evaluating Structural Equation Models With Unobservable Variables and Measurement Error: A Comment, RICHARD P. BAGOZZI, August 1981, 375
See "Econometric Models"

Evaluation of Conjoint Analysis Results: A Comparison of Methods, FRANKLIN ACITO and ARUN K. JAIN, February 1980, 106.
Three methods for evaluating conjoint analysis results are described and compared. Each of the methods is applied to a data base that involved three separate conjoint analysis tasks for 249 respondents.

Exposition of the Box-Jenkins Transfer Function Analysis, An, with an Application to the Advertising-Sales Relationship, RICHARD M. HELMER and JOHNY K. JOHANSSON, May 1977, 227.
See "Econometric Models"

Factor Analysis of Media Exposure Data Using Prior Knowledge of the Medium, VERNON J. JONES and FRED H. SILLER, February 1978, 137.
See "Advertising and Media Research"

Identification and Analysis of Moderator Variables, SUBHASH SHARMA, RICHARD M. DURAND, and ODED GUR-ARIE, August 1981, 291.
Although the concept of moderator variables has been used extensively in marketing-related studies, much confusion persists as to how they are defined and identified. To alleviate this confusion, the authors present a typology of moderator variables with a framework for identifying their presence and type. Simulated data are used to illustrate and validate the proposed framework.

Improved Method for Comparing Rank-Order Preferences of Two Groups of Consumers, ADRIAN B. RYANS and V. SRINIVASAN, November 1979, 583.
See "Measurement"

Latent Root Regression: An Alternate Procedure for Estimating Parameters in the Presence of Multicollinearity, SUBHASH SHARMA and WILLIAM L. JAMES, May 1981, 154.
Marketing data are almost always plagued by multicollinearity. The most popular approach to addresssing the problem is ridge regression which is one of the biased estimation procedures. The authors introduce to marketing a relatively new biased estimation procedure called "latent root regression." This procedure, unlike other biased estimation procedures, not only provides stable estimates in the presence of multicollinearity, but also provides a measure for determining whether or not a biased estimation procedure is appropriate. The use of latent root regression is illustrated with previously published marketing data.

Least Squares Estimation Method for the Linear Learning Model, A, BEREND WIERENGA, February 1978, 145.
See "Econometric Models"

Levels of Aggregation in Conjoint Analysis: An Empirical Comparison, WILLIAM L. MOORE, November 1980, 516.
Two segmented methods of performing conjoint analysis, clustered and componential segmentation, are compared with each other as well as with individual level and totally aggregate level analyses. The two segmented methods provided insights to the data that (1) are not obtainable at the aggregate level and (2) are in a form that is more easily communicated than the information from the individual level analysis. The predictive power of the clustered segmentation method is higher than that of componential segmentation, and both are superior to the aggregate analysis but inferior to individual level analysis.

Maximum Likelihood Estimation of Zero-Order Models Given Variable Numbers of Purchases per Household, MANOHAR U. KALWANI, November 1980, 547.
See "Econometric Models"

Maximum Likelihood Factor Analysis of Attitude Data, ROGER M. HEELER, THOMAS W. WHIPPLE, and THOMAS P. HUSTAD, February 1977, 42.
Maximum likelihood factor analysis is a useful technique for analyzing attitude data. The solution can be tested statistically for goodness of fit. Companion procedures for restricting the factor solution permit the testing of hypothesized factor structures. Thus the technique can be used to construct solutions that are more clearly interpretable while still providing adequate fit to the data.

Measuring Correlation in Ordered Two-Way Contingency Tables, ULF OLSSON, August 1980, 391.
The product moment correlation coefficient is often used even for ordinal data with only a few scale steps. This procedure may lead to biased results, where the bias depends on the number of scale steps and on the skewnesses of the observed variables. The polychoric correlation coefficient, which is a generalization

of the tetrachoric correlation to the general case, is discussed as a possible measure of correlation for this kind of data.

Measuring Reliability: A Comparison of Alternative Techniques, RAVI PARAMESWARAN, BARNETT A. GREENBERG, DANNY N. BELLENGER, and DAN H. ROBERTSON, February 1979, 18.
See "Measurement"

Measuring Sales Effects of Some Marketing Mix Variables and Their Interactions, V. KANTI PRASAD and L. WINSTON RING, November 1976, 391.
See "Econometric Models"

Method for Computing the Average Spearman Rank Correlation Coefficient from Ordinally Structured Confusion Matrices, A, JAMES B. WILCOX and LARRY M. AUSTIN, August 1979, 426.
Researchers have used either average correlation or the percentage of objects correctly predicted in assessing the accuracy of attitude models. Because the two measures are not directly comparable, the ability to contrast results from different studies is obviated. A method is presented for computing the average Spearman correlation coefficient directly from confusion matrices.

Model-Free Approach for Analysis of Complex Contingency Data in Survey Research, A, WILLIAM D. PERREAULT, JR. and HIRAM C. BARKSDALE, JR., November 1980, 503.
See "Sampling and Survey Methods"

Model Misspecification in Multiattribute Parameter Estimation, FRANK J. CARMONE and PAUL E. GREEN, February 1981, 87.
Most applications of conjoint analysis have emphasized main-effects models, largely because fewer data points are needed to fit that type of model at the individual level. The authors suggest that such simplifications can lead to poor predictions when the underlying utility functions depart from the simplicity of a main-effects model. They also show how compromise designs, which allow orthogonal estimation of selected two-way interactions (as well as main effects), can provide a more general experimental design in cases where a specified set of two-way interactions is suspected.

Monté Carlo Comparison of Factor Analytic Methods, FRANKLIN ACITO and RONALD D. ANDERSON, May 1980, 228.
Three factor analytic procedures, principal components analysis, image analysis, and alpha factor analysis, are compared by means of a Monté Carlo simulation. The simulation allows systematic tests of the ability of each method to recover prespecified factor patterns. Image and alpha analysis are found to be more accurate than principal components analysis, especially for the type of problem to which factor analysis is applied in marketing. Recommendations for applied research and suggestions for future methodological work are made on the basis of the study findings.

Multinomial, Multiattribute Logit Choice Model, The, DENNIS H. GENSCH and WILFRED W. RECKER, February 1979, 124.
See "Econometric Models"

New Measure of Predictor Variable Importance in Multiple Regression, PAUL E. GREEN, J. DOUGLAS CARROLL, and WAYNE S. DeSARBO, August 1978, 356.
See "Segmentation Research"

On the Analysis of Qualitative Data in Marketing Research, PAUL E. GREEN, FRANK J. CARMONE, and DAVID P. WACHSPRESS, February 1977, 52.
See "Econometric Models"

Overlapping Clustering: A New Method for Product Positioning, PHIPPS ARABIE, J. DOUGLAS CARROLL, WAYNE DeSARBO, and JERRY WIND, August 1981, 310.
See "Segmentation Research"

Paradigm for Developing Better Measures of Marketing Constructs, A, GILBERT A. CHURCHILL, JR., February 1979, 64.
See "Measurement"

Parameter Estimation in Marketing Models in the Presence of Multicollinearity: An Application of Ridge Regression, VIJAY MAHAJAN, ARUN K. JAIN, and MICHEL BERGIER, November 1977, 586.
In the presence of multicollinearity in data, the estimation of parameters or regression coefficients in marketing models by means of ordinary least squares may give inflated estimates with a high variance and wrong signs. The authors demonstrate the potential usefulness of the ridge regression analysis to handle multicollinearity in marketing data.

Path Analysis of Causes and Consequences of Salespeople's Perceptions of Role Clarity, A, R. KENNETH TEAS, JOHN G. WACKER, and R. EUGENE HUGHES, August 1979, 355.
See "Salesforce Research"

Performance of the Linear Discriminant Function in Nonoptimal Situations and the Estimation of Classification Error Rates, The: A Review of Recent Findings, WILLIAM R. DILLON, August 1979, 370.
This article is a review of the results, as are available, on the performance of the linear discriminant function in situations where the assumptions of multivariate normality and equal group dispersion structures are violated. Some new results are discussed for the case of classification using discrete variables, and in the case of both binary and continuous variables. In addition, alternative methods which have been proposed, and evaluated, for estimating misclassification error rates are thoroughly reviewed. In all cases, the material is reviewed in terms of practical significance, with particular emphasis on the conditions unfavorable to the performance of each procedure.

Pooling Issues and Methods in Regression Analysis: Some Further Reflections, FRANK M. BASS and DICK R. WITTINK, May 1978, 277.
The authors reply to a comment by Brobst and Gates in the November 1977 issue of *JMR*.

Probability Estimates by Respondents: Adjustments May Improve Accuracy, IRVING KOSHWALB, August 1978, 487.
See "Sampling and Survey Methods"

Probability Estimates by Respondents: Does Weighting Improve Accuracy? BORIS W. BECKER and MARSHALL G. GREENBERG, August 1978, 482.
See "Sampling and Survey Methods"

Regression Model for Market Segmentation Studies, A, ALBERT R. WILDT and JOHN M. McCANN, August 1980, 335.
See "Segmentation Research"

Reliability: A Review of Psychometric Basics and Recent Marketing Practices, J. PAUL PETER, February 1979, 6.
See "Measurement"

Reply to "A Comment on a New Measure of Predictor Variable Importance in Multiple Regression," PAUL E. GREEN, J. DOUGLAS CARROLL, and WAYNE S. DeSARBO, February 1980, 116.

The authors reply to Jackson's comment

Robustness of Conjoint Analysis: Some Monté Carlo Results, FRANK J. CARMONE, PAUL E. GREEN, and ARUN K. JAIN, May 1978, 300.

In many industrial applications of conjoint analysis the use of nonmetric algorithms to analyze respondent ranks of products described by more than eight or 10 attributes is time consuming and very expensive for large samples of consumers. The authors compare the results using nonmetric analysis, full factorial designs, and rank data with quicker and less expensive methods of metric analysis, orthogonal arrays, and stimulus ratings. In addition, two types of models and levels of error are investigated. The results indicate that metric analysis using ratings data and orthogonal arrays is very robust.

Selection Procedures: A New Statistical Methodology and Its Applications for Marketing Research, JEAN DICKINSON GIBBONS and ODED GUR-ARIE, November 1981, 449.

Traditional methods of analysis do not provide the researcher with means for selecting the "best" among several alternatives while having control over the probability of being correct. The authors present the indifference zone approach and the subset-selection approach to selection problems. The findings of several recent studies are used as illustrative examples.

Setting Sales Quotas with Conjoint Analysis, RENÉ Y. DARMON, February 1979, 133.

See "Salesforce Research"

Statistical Power and Effect Size in Marketing Research, ALAN G. SAWYER and A. DWAYNE BALL, August 1981, 275.

Statistical power and effect size are not considered sufficiently by marketing researchers. The authors discuss how better attention to these two factors can improve the planning, execution, and reporting of marketing and consumer research. Suggestions are offered about how to increase effect size and improve statistical power.

Structural Equation Models With Unobservable Variables and Measurement Error: Algebra and Statistics, CLAES FORNELL and DAVID F. LARCKER, August 1981, 382.

See "Econometric Models"

Techniques in Market Measurement: The Jackknife, IAN FENWICK, August 1979, 410.

The "jackknife" technique developed by Tukey (1958), although rarely used in marketing, promises to be widely applicable. The very name of the technique was chosen to express its versatility. The jackknife offers the researcher the opportunity to reduce bias, perform significance tests, and assess the validity and stability of analyses without requiring a large sample. The author describes the jackknife method, applies the method to an analysis of international marketing effectiveness, and discusses some of its unresolved problems.

Test for Clusters, A, STEPHEN JOHN ARNOLD, November 1979, 545.

See "Segmentation Research"

Test of the Reliability of Psychographics, A, ALVIN C. BURNS and MARY CAROLYN HARRISON, February 1979, 32.

See "Measurement"

Test-Retest Correlations and the Reliability of Copy Testing, ALVIN J. SILK, November 1977, 476.

Test-retest correlations often are reported as measures of the reliability of copy testing procedures with little or no attention to the conditions under which such an interpretation is meaningful. Some checks are suggested for assessing the consistency of test-retest data with certain requirements which should be met if a test-retest correlation is to serve as a reliability index.

Testing Cumulative Advertising Effects: A Comment on Methodology, DOYLE L. WEISS and PIERRE M. WINDAL, August 1980, 371.

See "Advertising and Media Research"

The Application and Misapplication of Factor Analysis in Marketing Research, DAVID W. STEWART, February 1981, 51.

The use of factor analysis as a method for examining the dimensional structure of data is contrasted with its frequent misapplication as a tool for identifying clusters and segments. Procedures for determining when a data set is appropriate for factoring, for determining the number of factors to extract, and for rotation are discussed.

The Design of Advertising Experiments Using Statistical Decision Theory, JAMES L. GINTER, MARTHA C. COOPER, CARL OBERMILLER, and THOMAS J. PAGE, JR., February 1981, 120.

See "Advertising and Media Research"

The Theory of Stochastic Preferences: Further Comments and Clarification, SUBHASH SHARMA, August 1981, 364.

See "Brand Choice"

Time Changes in Perception: A Longitudinal Application of Multidimensional Scaling, REZA MOINPOUR, JAMES M. McCULLOUGH, and DOUGLAS MacLACHLAN, August 1976, 245.

See "Scaling Methods"

Using S-Shaped Curves to Predict Response Rates, RICHARD W. HILL, May 1981, 240.

See "Sampling and Survey Research"

Validation of Discriminant Analysis in Marketing Research, MELVIN R. CRASK and WILLIAM D. PERREAULT, JR., February 1977, 60.

The validation problems inherent in small-sample discriminant analysis are examined. Two recently developed alternatives to the more traditional methods are explained and illustrated in the context of a salesman-selection problem.

Variation Among Multidimensional Scaling Solutions: An Examination of the Effect of Data Collection Differences, THOMAS W. WHIPPLE, February 1976, 98.

See "Scaling Methods"

RETAILING AND WHOLESALING

Channel Domination and Countervailing Power in Distributive Channels, MICHAEL ETGAR, August 1976, 254.

See "Channels of Distribution"

Cross-Shopping and Retail Growth, STANTON G. CORT and LUIS V. DOMINGUEZ, May 1977, 187.

See "Buyer Behavior"

Does a Change in Customer Loyalty Occur When a New Car Agency is Sold?, RICHARD D. NORDSTROM and JOHN E. SWAN, May 1976, 173.

See "Buyer Behavior"

Effects of Administrative Control on Efficiency of Vertical Marketing Systems, MICHAEL ETGAR, February 1976, 12.
See "Channels of Distribution"

Effects of Price, Store Image, and Product and Respondent Characteristics on Perceptions of Quality, The, JOHN J. WHEATLEY and JOHN S. Y. CHIU, May 1977, 181.
See "Buyer Behavior"

Sources of Power: Their Impact on Intrachannel Conflict, ROBERT F. LUSCH, November 1976, 382.
See "Channels of Distribution"

Value of Unit Price Information, The, J. EDWARD RUSSO, May 1977, 193.
See "Pricing Research"

SALESFORCE RESEARCH

Advertising-Selling Interactions: An Attribution Theory Experiment, WILLIAM R. SWINYARD and MICHAEL L. RAY, November 1977, 509.
See "Advertising and Media Research"

Anonymity and Response by Salespeople to a Mail Questionnaire, CHARLES M. FUTRELL and JOHN E. SWAN, November 1977, 611.
See "Sampling and Survey Methods"

An Empirical Test of Models of Salespersons' Job Expectancy and Instrumentality Perceptions, R. KENNETH TEAS, May 1981, 209.

The author reports the results of a study of the motivational implications of the industrial salesperson's personal characteristics and his or her perceptions of the job, the company's organization, and selling constraints. Predictor equations for the salesperson's expectancy and instrumentality estimates are tested empirically. The results indicate the salesperson's personal characteristics and his or her perceptions of supervisory style, organizational communication, job significance and autonomy, job variety and completeness, job complexity, and selling constraints are potentially important predictors of salesforce motivation.

Analysis of Sales Call Effectiveness, LEONARD JON PARSONS and PIET VANDEN ABEELE, February 1981, 107.

The sales response of an established ethical drug to sales calls by one Belgian pharmaceutical manufacturer is measured. A key feature is the systematic variation in the sales call elasticity over time as a function of the collateral material used.

Application of Equity Theory to Buyer-Seller Exchange Situations, An, JOHN W. HUPPERTZ, SIDNEY J. ARENSON, and RICHARD H. EVANS, May 1978, 250.

Equity theory was applied to retail exchange situations to test hypotheses about subjects' perceptions of inequity and behaviors they would perform. Subjects in Group 1 made evaluative ratings of 16 hypothetical situations in which two sources of inequity, high price and poor service, were introduced, along with varying levels of shopping frequency and item cost. Subjects perceived high price inequity situations as less fair than low ones, and high service inequity situations as less fair than low ones when price inequity was low. When price inequity was high, subjects perceived high shopping frequency situations less fair than low ones. Subjects in Group 2 chose the behavior they would be most likely to perform in each situation. When inequity was present, most subjects chose leaving the store, although several chose complaining about price or service when shopping frequency was also high.

Assigning Salesmen to Accounts to Maximize Profits, LEONARD M. LODISH, November 1976, 440.

A mathematical programming model and linear programming solution procedure are developed to assign salesmen to accounts and simultaneously to determine appropriate time allocations to the accounts. The model is useful for sales situations in which the geographic locations of accounts are close and the interaction of the salesman with the account is relatively important in the marketing mix. An implementation example is discussed.

Determination of Sales Potentials and Performance for an Industrial Goods Manufacturer, WILLIAM E. COX, JR., and GEORGE N. HAVENS, November 1977, 574.

An industrial goods manufacturer has successfully measured the sales performance of its industrial distributors by a method based on the determination of territory sales potentials. This note illustrates why and how the method was developed and applied.

Experimental Analysis of a Salesman's Expert and Referent Bases of Social Power in the Buyer-Seller Dyad, An, PAUL BUSCH and DAVID T. WILSON, February 1976, 3.

A salesman's expert and referent social power bases are analyzed experimentally to assess their impact on the customer's trust in the salesman, attitude, and behavioral intentions. Findings indicate that expertise is generally more effective than referent power in producing the desired customer changes.

Identifying Successful Industrial Salesmen by Personality and Personal Characteristics, LAWRENCE M. LAMONT and WILLIAM J. LUNDSTROM, November 1977, 517.

Despite continuing research effort, little success has been achieved in the use of personality and personal characteristics to predict the performance of salesmen. From an empirical study, a set of personality variables and personal characteristics that appear to have value in the selection of industrial salesmen are identified.

Increasing Precision of Marketing Experiments by Matching Sales Areas, LEONARD LODISH and DOV PEKELMAN, August 1978, 449.

The authors investigate methods of evaluating marketing experiments in which the experimental territories have been determined *a priori*. Various matching and prediction schemes are offered to predict what sales in an experimental unit would have been if no experiment had been run. These schemes are developed for predictions of both single territory sales and total sales of groups of territories. A testing method for alternative schemes is described and applied to data for one specific firm.

Integer Programming Models for Sales Territory Alignment to Maximize Profit, ANDRIS A. ZOLTNERS, November 1976, 426.

A recent article described a mathematical programming model and heuristic solution procedure to realign sales territories. This report presents two linear integer programming models for sales territory alignment to maximize profit. Emphasis is placed on the development of models which are easy to implement.

Issues in Sales Territory Modeling and Forecasting Using Box-Jenkins Analysis, MARK MORIARTY and ARTHUR ADAMS, May 1979, 221.

Box-Jenkins models developed for each of a firm's 10 sales territories reveal that a variety of model forms are possible.

Statistical tests are developed to consider (1) whether the same model form, with no restrictions on parameter values, is operating in each territory and (2) whether all territories having a common underlying process also have common parameter values. Adaptive forecasts are made over a 1-year period to compare unique territory model predictions with more parsimonious model predictions.

Job Performance Related to Management Control Systems for Pharmaceutical Salesmen, CHARLES M. FUTRELL, JOHN E. SWAN, and JOHN T. TODD, February 1976, 25.

Conceptualization and empirical investigation of marketing management control systems have not developed to the point where terms, concepts, and methods are clear enough to provide reliable guidelines for managers of sales forces. Three national firms' salesmen's perceptions of their control system were related to the salesmen's performance to identify the most important control system characteristics.

Management-Oriented Model for Allocating Sales Effort, A, A. PARASURAMAN and RALPH L. DAY, February 1977, 22.

See "Econometric Models"

Measures of Salespeople's Job Satisfaction: Convergent and Discriminant Validity of Corresponding INDSALES and Job Descriptive Index Scales, CHARLES M. FUTRELL, November 1979, 594.

See "Measurement"

Motivation and Performance in Industrial Selling: Present Knowledge and Needed Research, ORVILLE C. WALKER, JR., GILBERT A. CHURCHILL, JR., and NEIL M. FORD, May 1977, 156.

This position paper argues that current knowledge of the determinants of motivation and performance in industrial selling is woefully inadequate. The authors offer a conceptual model which identifies a set of individual, interpersonal, organizational, and environmental variables that may influence a salesman's motivation and job performance.

Multistage Decision Model for Salesforce Management, A, CHARLES A. DESWICK and DAVID W. CRAVENS, May 1977, 135.

See "Econometric Models"

Organizational Climate and Job Satisfaction in the Salesforce, GILBERT A. CHURCHILL, NEIL M. FORD, and ORVILLE C. WALKER, JR., November 1976, 323.

This report concerns the impact of several organizational climate variables on the job satisfaction of a cross-section of industrial salesmen. To gain greater insight into how climate affects salesmen's feelings about their jobs, the relationships between each climate variable and each of seven components of job satisfaction also are examined. Finally, the managerial implications of the findings are explored, and actions that might lead to improvements in salesforce morale are discussed.

Path Analysis of Causes and Consequences of Salespeople's Perceptions of Role Clarity, A, R. KENNETH TEAS, JOHN G. WACKER, and R. EUGENE HUGHES, August 1979, 355.

Path analysis is used to examine the relationships among the salesperson's perceptions of performance feedback, participation, role clarity, and job satisfaction. The results of the study indicate that performance feedback and participation in decision making are both positively related to role clarity. In addition, performance feedback is related primarily to lower order need fulfillment whereas participation and role clarity are related primarily to higher order need fulfillment.

Pay Secrecy Versus Pay Disclosure for Salesmen: A Longitudinal Study, CHARLES M. FUTRELL and OMER C. JENKINS, May 1978, 214.

On the basis of a "before-after with control group" experimental design, empirical evidence is provided that shows the amount of information disclosed about pay had a major impact on salesmen's performance and job satisfaction.

Relationship Between Salesperson Performance and Understanding Customer Decision Making, BARTON A. WEITZ, November 1978, 501.

A multistage model of the process by which an industrial salesperson influences a customer's preference is introduced. The relationship between a salesperson's ability during the two initial stages—impression formation and strategy formulation—and relative sales performance was examined. Industrial salespeople's perceptions of their customers' brand attribute perceptions were matched against the customers' actual perceptions, and a normative change strategy model was matched against the salespeople's reported change strategies. Variations in these abilities accounted for 20% of the variance in actual field sales performance.

Salesforce Performance and Satisfaction as a Function of Individual Difference, Interpersonal, and Situational Factors, RICHARD P. BAGOZZI, November 1978, 517.

The author presents a model designed to explain the performance, job satisfaction, and other behavioral outcomes experienced by salespeople. By building on the model of man proposed by Lewin and modern interactionist and social learning theories of personality, the behavior of salespeople is shown to be a function of the person, the interactions the person has with significant others in his or her role set, and forces in the situation. Hypotheses are tested on data gathered on industrial salespeople.

Setting Sales Quotas with Conjoint Analysis, RENÉ Y. DARMON, February 1979, 133.

On the basis of a theoretical model of salesperson behavior, the author proposes an operational procedure in which conjoint analysis is used to determine sales quotas optimal for the company *and* acceptable to each salesperson.

Territory Sales Response, ADRIAN B. RYANS and CHARLES B. WEINBERG, November 1979, 453.

What factors account for the wide variation in performance within a salesforce, and what is the relative importance of these factors? The authors attempt to answer that question by first developing a framework that identifies the major constructs to be included in a model of territory response, and then testing the model in three different corporate settings. The empirical results provide a basis for useful generalizations about the importance of territory characteristics, span of control, and other factors in explaining the variability in salesperson performance.

Unobservable Variables in Structural Equation Models with an Application in Industrial Selling, DAVID A. AAKER and RICHARD P. BAGOZZI, May 1979, 147.

See "Econometric Models"

Unsold Prospect, The: Dyadic and Attitudinal Determinants, EDWARD A. RIORDAN, RICHARD L. OLIVER, and JAMES H. DONNELLY, JR., November 1977, 530.

See "Attitude Theory Research"

Validation of Discriminant Analysis in Marketing Research, MELVIN R. CRASK and WILLIAM D. PERREAULT, JR., February 1977, 60.
See "Regression and Other Statistical Techniques"

Women Contrasted to Men in the Industrial Salesforce: Job Satisfaction, Values, Role Clairty, Performance, and Propensity to Leave, PAUL BUSCH and RONALD BUSH, August 1978, 438.
Empirical investigations of differences between females and males in the industrial salesforce have not been published. This study is an attempt to begin to fill this void. Women and men are compared on six job satisfaction components, value importance of the job components, performance, role clarity, and propensity to leave the organization. The findings generally support the hypothesis of "no difference" between males and females. However, women did have lower role clarity scores and higher propensity to leave scores.

SAMPLING AND SURVEY METHODS

Advance Correspondence and Error in Mail Surveys, BRUCE J. WALKER and RICHARD K. BURDICK, August 1977, 379.
The results of this experimental study suggest that advance correspondence produces a higher response rate, but at a higher cost per usable return, than using no advance correspondence. Two forms of advance correspondence, postcard and letter, produced approximately equal response rates but the advance postcard had a lower cost per usable return.

Anonymity and Response by Salespeople to a Mail Questionnaire, CHARLES M. FUTRELL and JOHN E. SWAN, November 1977, 611.
Response rates, item omissions, response patterns, personality characteristics, and job performance were tested for relationships to anonymity on questionnaires mailed to the salesmen of a national organization. No significant differences were found between the identified group and the anonymous group.

Assessing Measurement Error in Key Informant Reports: A Methodological Note on Organizational Analysis in Marketing, LYNN W. PHILLIPS, November 1981, 395.
See "Measurement"

Broadening the Scope of Methodological Research on Mail Surveys, MICHAEL J. HOUSTON and NEIL M. FORD, November 1976, 397.
Methodological studies on mail surveys typically assess the effectiveness of a device with respect to only one dependent variable—response rate. Other factors in the use of mail surveys, i.e. response speed and quality, also require methodological research. This report includes a discussion of these factors and a review of the findings of studies that have included them as dependent variables.

Characteristics of Persons With and Without Home Telephones, LEE M. WOLFLE, August 1979, 421.
The advantages of telephone surveys would be negated if telephone subscribers were not representative of total populations, including nonsubscribers. Surprisingly, the literature on this subject is somewhat limited. A study was done to ascertain whether there are any important differences between telephone subscribers and nonsubscribers. From a combination of NORC surveys, analysis of more than 7500 respondents shows that, in most cases, less than 2% of the responses on a single item of a telephone sample will differ from equivalent responses of a sample of the total population.

Collecting Income Data on Sample Surveys: Evidence from Split-Panel Studies, ROGER A. HERRIOT, August 1977, 322.
This article presents the results of two split-panel studies, one local and one national, which attempt to measure the effect of four questionnaire variants on the reporting of income in sample surveys. The results tend to support the hypothesis that the more summary the treatment of subject, the less complete is the reporting of income.

Comments on "Mail Survey Premiums and Response Bias," STEPHEN W. BROWN and KENNETH A. CONEY, August 1977, 385.
The purpose of this comment is to point out some potential problems associated with Whitmore's research.

Determination of Optimal Sample Sizes in the Beta-Binomial Brand Choice Model, MOSHE M. GIVON, February 1980, 58.
See "Brand Choice"

Effect of Monetary Inducement on Mailed Questionnaire Response Quality, The, STEPHEN W. McDANIEL and C. P. RAO, May 1980, 265.
A mailed questionnaire study examined the effect of a 25-cent monetary inducement on three components of response quality: item omission, response error, and completeness of answer. The monetary inducement is found to decrease item omission and response error significantly. Some research support is shown for improving completeness of answer.

Effect of Participation in Marketing Research on Consumer Attitudes Toward Research and Satisfaction with a Service, JOHN E. SWAN, I. FREDRICK TRAWICK, and MAXWELL G. CARROLL, August 1981, 356.
In on-site research the sponsor is often obvious. Whether participation in research creates consumer dissatisfaction with being in the study and with the sponsor's service is an important question. Using an experimental design, the authors investigated consumer reaction to and satisfaction with participation in on-site research and the food and service in a restaurant. The effect of a pretest also was studied. Results indicate a positive response to the research and no adverse effects on the sponsor. No effect due to the pretest is found.

Effect of Question Form on Gathering Income Data by Telephone, The, WILLIAM B. LOCANDER and JOHN P. BURTON, May 1976, 189.
An experiment varying question form in an interview gathering income data by telephone produced significant differences in the income estimates of household income.

Effect of Underreporting by Consumer Panels on Level of Trial and Repeat Purchasing of New Products, G. P. HYETT and J. R. McKENZIE, February 1976, 80.
This report describes a method of adjusting observed, or reported, trial level by taking account of underreporting and arriving at an estimate of true level of trial. By similar methods it is possible to estimate the true volume of purchases by purchase occasion from the equivalent reported figures. These methods are applied to a constructed example.

Effects of Foot-in-the-Door, Cash Incentives, and Followups on Survey Response, DAVID H. FURSE, DAVID W. STEWART, and DAVID L. RADOS, November 1981, 473.
Only followup contacts and monetary incentives have been shown to be consistently effective in improving survey response rates. Recently researchers have been encouraged by findings

that compliance with a smaller request (i.e., a foot-in-the-door) increases the probability of subsequent compliance with a larger request and have sought to exploit the technique to increase survey responses. In the authors' study, the "foot" had no effect on initial responses to a mail survey, but did affect responses to a followup request. A cash incentive worked significantly better than the "foot." No difference was found in the overall response rates whether the incentive was sent with the initial or followup mailing or with both mailings.

Effects of Source and Appeal on Mail Survey Response Patterns, The, MICHAEL J. HOUSTON and JOHN R. NEVIN, August 1977, 374.

Two major sponsors of consumer mail surveys are universities and commercial research firms. Results of the experiment discussed here suggest that these sponsors should differ in the appeal they include in survey cover letters to elicit the most favorable response patterns.

Efficacy of a Third Request Letter in Mail Surveys of Professionals, WALDEMAR M. GOULET, February 1977, 112.

By directing the type of appeal in the third request letter, researchers may motivate many nonrespondents to answer selected portions of the questionnaire. Regardless of the appeal employed in the third wave, an increased number of totally completed questionnaires can be expected.

Empirical Comparison of Two Telephone Sample Designs, An, ROBERT M. GROVES, November 1978, 622.

The clustered telephone sample design described by Waksberg is compared with a design randomly generating four digit numbers within working prefixes. The clustered sample is found to increase the proportion of working household numbers selected from about 22% to over 55%, but sampling errors and design effects of the two sample designs show some loss of precision in the clustered design. A cost-variance model is constructed which provides estimates of desirable cluster sizes given varying amounts of intracluster homogeneity.

Empirical Validation of the Randomized Response Technique, An, CHARLES W. LAMB, JR. and DONALD E. STEM, JR., November 1978, 616.

Qualitative, quantitative, and ratio estimate randomized response models were tested in comparison with a conventional interview technique in the measurement of a sensitive issue with known true values. Results show that the randomized response model is successful in minimizing measurement error and provides more accurate estimates of sensitive behavior than conventional interview techniques.

Estimating Nonresponse Bias in Mail Surveys, J. SCOTT ARMSTRONG and TERRY S. OVERTON, August 1977, 396.

Valid predictions for the direction of nonresponse bias were obtained from subjective estimates and extrapolations in an analysis of mail survey data from published studies. For estimates of the magnitude of bias, the use of extrapolations led to substantial improvements over a strategy of not using extrapolations.

Estimating Response Rates for Different Market Segments from Questionnaire Data, WALTER DOLDE, RICHARD STAELIN, and TSU YAO, May 1980, 245.

See "Segmentation Research"

Estimating the Proportion of "Always Buy" and "Never Buy" Consumers: A Likelihood Ratio Test with Sample Size Implications, MANOHAR U. KALWANI and DONALD G. MORRISON, November 1977, 601.

See "Econometric Models"

Evaluation of the Effectiveness of Drop-Off Questionnaire Delivery, An, CHRISTOPHER H. LOVELOCK, RONALD STIFF, DAVID CULWICK, and IRA M. KAUFMANN, November 1976, 358.

Personal delivery (and collection) of self-administered questionnaires is evaluated in comparison with alternative methods of obtaining information from respondents. For lengthy questionnaires, personal delivery by lightly trained survey takers appears to yield higher response rates than mail surveys at competitive costs; it also provides for more precisely controlled samples and clearer identification of the nature of nonresponse bias. This method is particularly appropriate for conducting detailed surveys of consumer attitudes and behavior patterns in an era of rapidly rising postage costs.

Factor Interactive Investigation of Mail Survey Response Rates from a Commercial Population, A, MILTON M. PRESSLEY and WILLIAM L. TULLAR, February 1977, 108.

The results of a factorial experiment showed that a 10¢ incentive significantly increased the response rate from the commercial population surveyed by mail. No significant main effects were noted for the other factors tested. No significant interactive effects were found.

Focus Groups and the Nature of Qualitative Marketing Research, BOBBY J. CALDER, August 1977, 353.

Use of the focus group technique is widespread in qualitative marketing research. The technique is considered here from a philosophy of science perspective which points to a confusion of three distinct approaches to focus groups in current commercial practice.

Graphic Positioning Scale: An Economical Instrument for Surveys, CHEM NARAYANA, February 1977, 118.

See "Scaling Methods"

How to Ask Questions About Drinking and Sex: Response Effects in Measuring Consumer Behavior, ED BLAIR, SEYMOUR SUDMAN, NORMAN M. BRADBURN, and CAROL STOCKING, August 1977, 316.

See "Interviewing Methods"

Implementation of Response Latency Measures, JAMES MacLACHLAN, JOHN CZEPIEL, and PRISCILLA LaBARBERA, November 1979, 573.

See "Measurement"

Improving the Quality of Shopping Center Sampling, SEYMOUR SUDMAN, November 1980, 423.

Shopping center sampling is popular because of low costs, but typical procedures are haphazard and thus generalization is difficult. In this article, procedures are described for careful sampling of shopping centers. They require probability sampling of the centers and of times and locations within centers. Finally, for unbiased estimates, data must be weighted by number of trips and imputations made for nonshoppers.

Interaction of Refusal and Not-at-Home Sources of Nonresponse Bias, The, JAMES B. WILCOX, November 1977, 592.

Refusals and not-at-homes generally are assumed to be independent sources of bias in survey research. The validity of that assumption was studied empirically and a typology of interaction for the two sources of error is presented.

Introduction to Special Issue on Survey Research, ROBERT FERBER, August 1973, 277.

Survey techniques serve as the basis for the bulk of the research carried on in the marketing field. In many ways survey research and marketing research have moved forward side by side over the last few decades. The articles in this special issue concern three particular aspects of survey research, namely sampling, questionnaire preparation, and data collection.

Investigation into Interviewer Effects in Market Research, An, J. R. McKENZIE, August 1977, 330.

See "Interviewing Methods"

Is Random Digit Dialing Really Necessary? CLYDE L. RICH, August 1977, 300.

The purpose of this article is to suggest that, for some studies, samples which include only published numbers may be adequate.

Item Nonresponse in Mail Surveys: Extent and Correlates, C. SAMUEL CRAIG and JOHN M. McCANN, May 1978, 285.

Item nonresponse, an often overlooked source of error in survey research, arises when a person returns a questionnaire with some questions unanswered. The authors examine the extent and correlates of item nonresponse in a series of marketing research surveys. The principal findings are that the extent of item nonresponse appears to be independent of questionnaire length and to vary systematically with age and education, and that AIO items are less likely to contain item nonresponse bias than other types of questions.

Mail Survey Premiums and Response Bias, WILLIAM J. WHITMORE, February 1976, 46.

Does the inclusion of a premium in a mail survey not only increase the response rate, but also bias the responses? An analysis comparing respondents who were sent a premium with those who were not reveals little to suggest that such a systematic bias results from inclusion of a premium with a mail survey. Certain previously cited biases were not found significant in this study.

Mail Survey Response Rate and Bias: The Effect of Home Versus Work Address, MICHAEL A. McGINNIS and CHARLES J. HOLLON, August 1977, 383.

A study was undertaken to ascertain whether the response rate and responses of a group of technically trained professional employees differed between those who received the questionnaire at work and those who received it at home. Response rates were found to be independent of address, and the frequency of questionnaire item significance was not significantly different.

Mail Survey Response Rates: Their Manipulation and Impact, MICHAEL S. GOODSTADT, LINDA CHUNG, REENA KRONITZ, and GAYNOLL COOK, August 1977, 391.

A study involving 2,416 randomly selected magazine readers indicated that response rates to mail questionnaires were significantly increased by the use of 25¢ premiums, but not by the use of a free-book premium or a free-book reward for responding. Response rates over time showed a very significant linear trend with an additional smaller cubic component. A complex significant (cubic) relationship between speed of response and favorability of expressed opinions reinforced conclusions that the broadest spectrum of opinions is obtained best by maximizing response rates.

Measures of Interviewer Bias and Variance, BARBARA BAILAR, LEROY BAILEY, and JOYCE STEVENS, August 1977, 337.

See "Interviewing Methods"

Model-Free Approach for Analysis of Complex Contingency Data in Survey Research, A, WILLIAM D. PERREAULT, JR. and HIRAM C. BARKSDALE, JR., November 1980, 503.

Analysis and interpretation of higher order cross-tabulation data are of recurring concern in marketing research. The authors present a parsimonious new approach to this data analysis problem. Specifically, a model-free approach is proposed which helps to identify differences in the response *distribution* of a criterion variable based on segments of respondents defined by characteristics of the predictor variables. The approach, which relies on Bonferroni adjusted chi square statistics to direct a sequential search process, is illustrated in a segmentation analysis of data from a national consumer survey. The results of analyzing the same data by AID and LOGIT procedures are also examined. The article concludes with a discussion of potential applications, limitations, and extensions of the new approach.

More on Self-Perception Theory's Foot Technique in the Pre-Call/Mail Survey Setting, CHRIS T. ALLEN, CHARLES D. SCHEWE, and GÖSTA WIJK, November 1980, 498.

A field experiment conducted in Sweden compared the effectiveness of two types of telephone pre-calls in influencing response rates in a mail survey. Response rates for a questioning foot-in-the-door manipulation were evaluated against responses produced by a simple solicitation call and a blind mailing control. The results demonstrate that pre-calling in general enhances response rate. However, the results furnish, at best, qualified support for a self-perception theory prediction. Alternative explanations for the lack of the self-perception foot effect are offered. Conclusions are drawn for the practitioner and academic researcher.

Multiple Criteria Effects in a Mail Survey Experiment, WESLEY H. JONES and GERALD LINDA, May 1978, 280.

A factorial mail survey experiment was used to investigate response rate, response quality, and response bias effects related to the use of three response inducement techniques. The results suggest cover letter message, survey sponsorship, and return postage alternatives that decrease sampling error and survey costs without introducing systematic survey errors.

New Method of Increasing Mail Survey Responses, A: Contributions to Charity, DAN H. ROBERTSON and DANNY N. BELLENGER, November 1978, 632.

The authors investigated the effectiveness of two types of promised incentives in producing responses to a mail survey: a personal cash payment versus an identical (one dollar) contribution to a charity of the respondent's choice. The charity incentive resulted in an increased response rate (41% response with charity incentive, 26% with equal cash incentive, 23% with no incentive). In effect, charitable contributions reduced nonresponse bias, reduced the cost per respondent, and also provided a benefit to charitable organizations.

Noncontact and Refusal Rates in Consumer Telephone Surveys, FREDERICK WISEMAN and PHILIP McDONALD, November 1979, 478.

An industrywide analysis of nonresponse in consumer telephone surveys is presented. Data supplied by major research firms and manufacturers indicate that many studies have a high degree of nonresponse due, in large part, to controllable factors.

Obtaining Cooperation in a Survey of Business Executives, JOHN B. FORSYTHE, August 1977, 370.

A survey is described in which the crucial first step was to obtain from chief executives of business firms the names of

certain of their subordinates and approval to survey them. Among several techniques used to obtain a high rate of cooperation were two involving personalization of the first approach to the chief executives. Comparison of response rates and other results with those obtained from a control group surveyed only by mail indicates that the personalization procedures had an effect opposite that desired.

On Implementing the Door-in-the-Face Compliance Technique in a Business Context, JOHN C. MOWEN and ROBERT B. CIALDINI, May 1980, 253.

Two experiments were conducted to test the generality of the door-in-the-face compliance technique from nonbusiness to business contexts. Results indicate that the compliance-gaining procedure generalizes if a concession is emphasized by making the second request a smaller version of the first request rather than a new request, and if the second request is made large enough to avoid ceiling effects.

On the Measurement of Purchase Data: Surveys Versus Purchase Diaries, YORAM WIND and DAVID LERNER, February 1979, 39.

See "Measurement"

On the Personalization-Anonymity Relationship in Mail Surveys—Reply, MICHAEL J. HOUSTON and ROBERT W. JEFFERSON, February 1976, 112.

The authors reply to Wiseman's comments, suggesting that removal of anonymity, rather than loss of confidentiality, caused the response rate to decline in their experimental groups. They discuss the difference between these phenomena and propose a study design for future research.

Predicting Response Speed in Mail Surveys, STEPHEN J. HUXLEY, February 1980, 63.

All mail surveys encounter resistance when they arrive at their destination because they must compete with all other elements in the respondent's environment for his or her time and cooperation. This resistance varies in degree from survey to survey but the pattern of responses it generates over time is remarkably consistent for all surveys: relatively rapid returns in the early stages followed by a gradual tapering off. This pattern can be described by a simple mathematical function, the modified exponential, which relates response rates to elapsed time. The purpose of this article is to indicate how the parameters of this function can be estimated, and how it can be used to predict response speed, forcast the time needed to achieve a desired number of responses, or estimate the number of questionnaires that ought to be mailed out initially.

Probability Estimates by Respondents: Adjustments May Improve Accuracy, IRVING ROSHWALB, August 1978, 487.

The author replies to the comment by Becker and Greenberg.

Probability Estimates by Respondents: Does Weighting Improve Accuracy?, BORIS W. BECKER and MARSHALL G. GREENBERG, August 1978, 482.

The authors present a criticism and empirical test of an hypothesis suggested by Roshwalb in the February 1975 issue of *JMR*.

Questionnaire Returns: Stamps Versus Business Reply Envelopes Revisited, JAMES R. HARRIS and HUGH J. GUFFEY, JR., May 1978, 290.

Testing the effect of business reply permits versus stamped envelopes on the return rate for mail surveys shows that even though stamps still produce a significantly higher response, the differential between the two options appears to be diminishing. The dramatic effect of recent changes in business reply permit rates on the cost effectiveness between the two alternative return mail forms is demonstrated.

Reassessment of the Effects of Appeals on Response to Mail Surveys, A, TERRY L. CHILDERS, WILLIAM M. PRICE, and O. C. FERRELL, August 1980, 365.

Two mail surveys were conducted to test experimentally the effect of using appeals and postscripts to stimulate response to mail surveys. The results indicate that use of appeals presented as postscripts does not improve survey response. In one study, differences in response rates between treatment groups were observed, but in comparison with a control group the overall effect was to depress survey response. In the second study, treatment effects were equivalent to control group response. In both studies, response bias was unaffected and the completeness of survey response was not improved. The potential negative impact of these survey techniques supports the authors' recommendation that control groups be more widely integrated into mail survey research designs if both the magnitude and direction of inducement effects are to be fully assessed.

Reassessment of the Effects of Personalization on Response Patterns in Mail Surveys, A, FREDERICK WISEMAN, February 1976, 110.

A brief review of recent articles on personalization is presented. The author questions Houston and Jefferson's conclusion that personalization negatively affected response, suggesting that a loss of confidentiality rather than personalization may have caused the response rate to decline in the relevant experimental groups.

Recent Publications on Survey Research Techniques, MARY A. SPAETH, August 1977, 403.

This bibliography covers books and articles on survey research techniques published mainly in the period 1974–1976. It is not intended to be a comprehensive bibliography of all material related to survey research published during those years. Instead, it is a selection of that material.

Relative Efficiency and Bias of Plus-One Telephone Sampling, E. LAIRD LANDON, JR., and SHARON K. BANKS, August 1977, 294.

A relatively new telephone sampling method, plus-one, is introduced and evaluated. The primary criteria of evaluation are efficiency and bias. Plus-one is compared with previously published sampling methods and evaluated through an analysis of empirical studies.

Relative Information Contributions of Consumer Purchase Intentions and Management Judgment as Explanators of Sales, MURPHY A. SEWALL, May 1981, 249.

The author compares the information content from intention surveys with management's judgmental estimates of consumers' intentions. Results indicate that both consumer data and judgmental estimates provide management with significant incremental information.

Reply on "Mail Survey Premiums and Response Bias," A, WILLIAM J. WHITMORE, August 1977, 388.

The author replies to the comments by Brown and Coney.

Researcher's Sample, The: A Review of the Choice of Respondents in Marketing Research, STEVEN E. PERMUT, ALLEN J. MICHEL, and MONICA JOSEPH, August 1976, 278.

All respondent samples reported during a 10-year span of the *JMR* were examined individually. On the basis of nine specific criteria, such as sex, age, and occupation, respondent samples were found to be poorly and incompletely specified. Thus major difficulties are suggested in attempts to replicate, and thereby to verify, much of the marketing research reported in the literature.

Response Rates and Perceived Questionnaire Length in Mail Surveys, TERRY L. CHILDERS and O. C. FERRELL, August 1979, 429.

A 2 × 2 factorial experiment was designed to test the impact on mail survey response rate resulting from variations in paper trim size and number of printed pages in the questionnaire. ANOVA findings suggest 8-1/2 × 11″ paper trim size. Use of a one-sheet (front and back) versus a two-sheet (front only) questionnaire did not cause a significant difference in response rate; a hypothesized interaction effect was not found to be statistically significant.

Sample Composition Bias and Response Bias in a Mail Survey: A Comparison of Inducement Methods, WESLEY H. JONES and JAMES R. LANG, February 1980, 69.

Inducement techniques that increase mail questionnaire response rates do not necessarily improve the precision of survey results. An experimental investigation of sponsorship, cover letter message, notification method, and questionnaire format was performed. Treatment conditions that influenced response rate were found to cause two types of systematic bias that can reduce survey accuracy.

Sample Size Requirements for Zero-Order Models, MANOHAR U. KALWANI and DONALD G. MORRISON, May 1980, 221.

See "Econometric Models"

Selected Results from the 1972–73 Diary Surveys, T. C. WALSH, August 1977, 344.

The author addresses two methodological aspects of the Diary Survey conducted as part of the 1972–73 Consumer Expenditures Program by the U.S. Buerau of the Census for the U.S. Bureau of Labor Statistics. The Diary Survey was a record-keeping survey in which sample households were asked to record all their expenditures for a 14-day period. The survey was conducted over a two-year period from July 1972 to June 1974.

Self-Perception Interpretation of the Effect of Monetary and Nonmonetary Incentives on Mail Survey Respondent Behavior, A, ROBERT A. HANSEN, February 1980, 77.

Self-perception theory is applied to explain mail survey respondent behavior when incentives to respond are used. The results support the hypothesis that when external cues are present (i.e., incentives are used) the level of compliance, as measured by response quality, is reduced. A monetary and a comparable value nonmonetary incentive are used. The psychological value of money explanation is supported as the monetary incentive group yields a significantly higher response rate and faster response.

Some Insight into the Underreporting of Financial Data by Sample Survey Respondents, LEWIS MANDEL and LORMAN L. LUNDSTEN, May 1978, 294.

Methods designed to improve the accuracy of financial asset reporting for consumer surveys are examined. The addition of selected questions was helpful although payment to respondents did not help.

Some Recent Developments in Sample Survey Design, MARTIN R. FRANKEL and LESTER R. FRANKEL, August 1977, 280.

Some of the recent developments in sample survey methodology that are relevant to marketing research are reviewed.

Studies of Census Mail Questionnaires, NAOMI D. ROTHWELL and ANITRA M. RUSTEMEYER, August 1979, 401.

The research described was an initial effort by the Bureau of the Census to employ laboratory methods to study alternative designs of a self-administered questionnaire for use in decennial censuses of population and housing. Though no one of the three kinds of investigation described is original, the combination of methods in a single program such that results from one kind of study explain and reinforce results from others is unusual.

Testing the Effectiveness of Alternative Foot-in-the-Door Manipulations, ROBERT A. HANSEN and LARRY M. ROBINSON, August 1980, 359.

Recently the foot-in-the-door principle was applied in a typical business research setting by Reingen and Kernan. Results of this single-contact or nondelay foot application were mixed; compliance rates for the foot treatment groups lacked statistical significance when compared with those of appropriate control groups. A field experiment undertaken to explain these results yields evidence that the specific nature of the foot manipulation in part determines its effectiveness. The study compares the effectiveness of high and low involvement foot manipulations in generating compliance with both short and long forms of a mail questionnaire. The high and the low involvement foot manipulations generate significantly higher response rates and faster response times than a noncontact control situation. In addition, the short form questionnaires generate a higher return rate. High involvement foot treatments generate higher response rates than low involvement foot treatments. Managerial implications of the results and suggestions for future research are presented.

Time Cue and Time Perception Effect on Response to Mail Surveys, JACOB HORNIK, May 1981, 243.

The purpose of the study is to investigate the effect of a time-cue technique on time perception and subsequently on response behavior. Time perception is manipulated by changing time cues on the cover letter. Results show that perceived short completion time stimulates a heavier, more immediate response but does not produce noticeable changes in response quality and bias. Findings suggest that response behavior can be improved by manipulating conditions that facilitate "short" time perception.

Uninformed Response Error in Survey Research, DEL I. HAWKINS and KENNETH A. CONEY, August 1981, 370.

Using a survey of 500 members of the general public and 500 lawyers from four cities, the authors examine uninformed response error in survey research. By asking respondents to evaluate the past performance of a fictitious public agency, the authors examine the impact of interest in the topic, the nature of the surrounding material, and the presence of a "don't know" option on the tendency to provide an uninformed response.

Using S-Shaped Curves to Predict Response Rates, RICHARD W. HILL, May 1981, 240.

Data used to fit an exponential growth model to the number of questionnaires returned over a 17-week period are re-examined and used to fit a limited growth model. The limited growth model appears to fit the data better.

Validity of Information Display Boards: An Assessment Using Longitudinal Data, DONALD R. LEHMANN and WILLIAM

L. MOORE, November 1980, 450.
See "Information Processing"

SCALING METHODS

A Scale to Measure Self-Concepts, Person Concepts, and Product Concepts, NARESH K. MALHOTRA, November 1981, 456.
The author describes the construction of a scale to measure self-concepts, person concepts, and product concepts. Multivariate analysis and multidimensional scaling procedures are employed to develop a 15-item semantic differential scale. Measures of test-retest reliability are reported. Validity of the scale is assessed by the multitrait-multimethod approach.

Alternating Least Squares Optimal Scaling: Analysis of Nonmetric Data in Marketing Research, WILLIAM D. PERREAULT, JR. and FORREST W. YOUNG, February 1980, 1.
The authors discuss and illustrate the advantages and limitations of a family of new approaches to the analysis of metric and nonmetric data in marketing research. The general method, which is based on alternating least squares optimal scaling procedures, extends the analytical flexibility of the general linear model procedures (ANOVA, regression, canonical correlation, discriminant analysis, etc.) to situations in which the data (1) are measured at any mixture of the nominal, ordinal, or interval levels and (2) are derived from either a discrete or continuous distribution. The relationship of these procedures to traditional linear models and to other nonmetric approaches (such as multidimensional scaling and conjoint analysis) is reviewed.

Alternative Perceptual Mapping Techniques: Relative Accuracy and Usefulness, JOHN R. HAUSER and FRANK S. KOPPELMAN, November 1979, 495.
See "Measurement"

Alternative Semantic Scaling Formats for Measuring Store Image: An Evaluation, DENNIS MENEZES and NORBERT F. ELBERT, February 1979, 80.
See "Measurement"

Attitude Pollimeter, The: A New Attitude Scaling Device, SHLOMO I. LAMPERT, November 1979, 578.
The Attitude Pollimeter is a new attitude scaling device, based on movable visual elements, which enables practically everyone to indicate his/her attitude on a continuous scale. It also has other desirable properties unavailable in other scales. Results of a study in which the new scale was compared with three other common scales are reported.

Attribute Importance: Contrasting Measurements, ROGER M. HEELER, CHIKE OKECHUKU, and STAN REID, February 1979, 60.
See "Measurement"

Conjoint Measurement: Temporal Stability and Structural Reliability, JAMES McCULLOUGH and ROGER BEST, February 1979, 26.
See "Measurement"

Data Quality, Level of Aggregation, and Nonmetric Multidimensional Scaling Solutions, GEORGE S. DAY, TERRY DEUTSCHER, and ADRIAN B. RYANS, February 1976, 92.
The report explores the effect on the scaling solution of quality in input data as measured by the reliability of the individual respondent's similarity judgments and the extent of aggregation across respondents. A conceptual structure for understanding these issues is developed. Data from five separate nonmetric MDS studies illustrate the concepts. Analysis procedures are suggested for coping with various combinations of stress and reliability in the data.

Determinants of Scale Response: Label Versus Position, ALBERT R. WILDT and MICHAEL B. MAZIS, May 1978, 261.
Two determinants of scale response—the denotative meaning of the adjective labels used and the location of the labels in relation to scale endpoints—were investigated. On the basis of the procedures used, both label and location were found to have an impact on subject response. Estimation of a mixing parameter for the two factors permits comparison of their relative effects across different scales.

Developing Practical Procedures for the Measurement of Personal Values in Cross-Cultural Marketing, J. MICHAEL MUNSON and SHELBY H. McINTYRE, February 1979, 48.
See "Measurement"

Development of a Scale to Measure Consumer Discontent, The, WILLIAM J. LUNDSTROM and LAWRENCE M. LAMONT, November 1976, 373.
This report concerns the procedures used and results obtained in the development of an attitude scale to measure consumer discontent. Using consumer attitudes and the related consumerism literature as a point of departure, the writers define consumer discontent and develop a scale to measure the construct. The research results suggest that marketing and market-related constructs are potentially scalable properties that can meet rigorous reliability and validity criteria.

Discriminant Validity of a Product-Anchored Self-Concept Measure, GEORGE E. BELCH and E. LAIRD LANDON, JR., May 1977, 252.
See "Buyer Behavior"

Discrimination Procedures for the Analysis of Nominally Scaled Data Sets, HOWARD S. GITLOW, August 1979, 387.
See "Regression and Other Statistical Techniques"

Effect of Order of Presentation of Similarity Judgments on Multidimensional Scaling Results, The: An Empirical Examination, ARUN K. JAIN and CHRISTIAN PINSON, November 1976, 435.
Order of presentation of objects might influence the similarity judgments provided by respondents. If so, the results obtained by MDS techniques are likely to be biased. To examine this possibility, several hypotheses were developed, an experiment was designed, and data were analyzed by use of multivariate analysis of variance. No significant differences due to order effect were found in similarity judgments.

Effects of Scaling on the Correlation Coefficient: Additional Considerations, WARREN S. MARTIN, May 1978, 304.
Distortion in the Pearson product moment correlation due to a restricted number of scale points is evaluated in two ways. First, a simulation of the bivariate normal distribution is used to estimate the effects of varying the number of scale points on the product moment correlation. This procedure demonstrates a substantial amount of information loss. Second, other correlation coefficients and some methods to correct for this loss are discussed and related to the simulation data.

Graphic Positioning Scale: An Economical Instrument for Surveys, CHEM L. NARAYANA, February 1977, 118.
Attitude scales form the bulk of many survey questionnaires and contribute to respondent fatigue and boredom. The contention

is presented that a substantial reduction in the length of a survey questionnaire can be achieved, without loss of any information, by judicial use of the attitude scale. An alternative measurement scale, the graphic positioning scale, is presented.

Measures of Salespeople's Job Satisfaction: Convergent and Discriminant Validity of Corresponding INDSALES and Job Descriptive Index Scales, CHARLES M. FUTRELL, November 1979, 594.
See "Measurement"

Measuring Reliability: A Comparison of Alternative Techniques, RAVI PARAMESWARAN, BARNETT A. GREENBERG, DANNY N. BELLENGER, and DAN H. ROBERTSON, February 1979, 18.
See "Measurement"

Method for Developing Tailormade Semantic Differentials for Specific Marketing Content Areas, A, JOHN DICKSON and GERALD ALBAUM, February 1977, 87.
The authors suggest the need for more thorough testing of tailormade semantic differential instruments before they are used in specific marketing content areas. The results of this study provide evidence that it is possible to develop, as endpoints for semantic differential scales, phrases which show a high degree of reliability and aid in the reduction of concept-scale interaction.

On Establishing Convergent Validity: A Reply to Wilkes and Wilcox, JOHN O. SUMMERS and DAVID B. MacKAY, May 1977, 263.
In reply to Wilkes and Wilcox, the authors discuss the process by which convergent validity is investigated and relate it to the procedures adopted in their original article. They discuss the Wilkes and Wilcox study and question their assumptions concerning the "task complexity" of direct similarity and map (configuration) evaluation judgments.

On the Validity and Reliability of Direct Similarity Judgments: A Comment, ROBERT E. WILKES and JAMES B. WILCOX, May 1977, 261.
A recent *JMR* article raised several conceptual issues concerning the use of direct similarity judgments in multidimensional scaling analysis. This comment questions certain portions of the methodology used in the original article.

Optimal Number of Response Alternatives for a Scale, The: A Review, ELI P. COX III, November 1980, 407.
A conceptual framework employing the distinction between stimulus-centered and subject-centered scales is presented as a basis for reviewing 80 years of literature on the optimal number of response alternatives for a scale. Concepts and research from information theory and the absolute judgment paradigm of psychophysics are used. The author reviews the major factors influencing the quality of scaled information, points out areas in particular need of additional research, and makes some recommendations for the applied researcher.

Reliability: A Review of Psychometric Basics and Recent Marketing Practices, J. PAUL PETER, February 1979, 6.
See "Measurement"

Response Latency: A New Measure for Scaling Brand Preference, TYZOON T. TYEBJEE, February 1979, 96.
See "Measurement"

Test of the Reliability of Psychographics, A, ALVIN C. BURNS and MARY CAROLYN HARRISON, February 1979, 32.
See "Measurement"

Testing Micropreference Structures, GORDON G. BECHTEL and P. J. O'CONNOR, May 1979, 247.
An analysis of variance method for scaling brand preference *within* a single consumer or market segment of consumers is described. This framework is used in developing a test for the accountability of preferences in terms of mediating perceptual attributes. Unlike previous approaches, the method provides an *F*-test for a particular multiattribute structure individual by individual or segment by segment. These microtests are illustrated in two data analyses: intraindividual tests on an exogenous perceptual structure and intrasegment assessment of structures that are endogenous to each of the several segments.

Time and Accuracy Measures for Alternative Multidimensional Scaling Data Collection Methods: Some Additional Results, SHELBY H. McINTYRE and ADRIAN B. RYANS, November 1977, 607.
Study findings suggest that a modified rank order procedure may be superior to the anchor point procedure in gathering data for nonmetric MDS studies. The rating scale method proved to be significantly faster than the anchor point method, yet it did not yield significantly less accurate results.

Time Changes in Perception: A Longitudinal Application of Multidimensional Scaling, REZA MOINPOUR, JAMES M. McCULLOUGH, and DOUGLAS MacLACHLAN, August 1976, 245.
Multidimensional scaling techniques are employed in a longitudinal experiment as an approach to investigate attitude processes. An attempt is made to validate nonmetric MDS as a useful instrument for monitoring changes in perception brought about by persuasive communication over time.

Using Attribute Ratings for Product Positioning: Some Distinctions Among Compositonal Approaches, JOEL HUBER and MORRIS B. HOLBROOK, November 1979, 507.
See "Measurement"

Validity and Reliability of Criterion-Based Preferences, ROGER J. BEST, February 1978, 154.
Preference as a criterion in marketing and consumer research has certain limitations. The findings of this study demonstrate that a part of the error observed in many studies is due to error in the criterion, error caused by the stochastic nature of preferences which lack behavioral significance.

Variation Among Multidmensional Scaling Solutions: An Examination of the Effect of Data Collection Differences, THOMAS W. WHIPPLE, February 1976, 98.
The study extends the research on MDS comparisons by examining the relative effect of six different data collection tasks on nonmetric MDS solutions. The major finding is that variation among scaling solutions is dominated by data collection task differences. The greatest variation is attributable to whether preference statements, proximity judgments, or attribute ratings/rankings are scaled. Sample differences explain only a small amount of configuration incongruence. As expected, differences in computerized, nonmetric MDS algorithms account for the least variation.

SEGMENTATION RESEARCH
(See also "Market Segmentation")

Aggregation Criteria in Normative Market Segmentation Theory, JOHN O. TOLLEFSON and V. PARKER LESSIG, August 1978, 346.
The aggregation of consumers into market segments on the basis of similarity of elasticities, marginal responses, or response

function coefficients has been presented in the marketing literature as the normative ideal. Explicit theoretical analyses which do not support the use of these criteria and research which reinforces the conclusions of the theoretical analyses are presented. In addition, superior aggregation criteria are identified.

Analyzing Qualitative Predictors with Too Few Data: An Alternative Approach to Handling Sparse-Cell Values, WILLIAM R. DILLON, MATTHEW GOLDSTEIN, and LUCY LEMENT, February 1981, 63.

See "Regression and Other Statistical Techniques"

Application of the Multivariate Probit Model to Market Sgementation and Product Design, An, VITHALA R. RAO and FREDERICK W. WINTER, August 1978, 361.

The tradeoffs among product attributes typically are estimated from data on preferences toward several product concepts. The "no-yes" data on intentions to buy a product concept in relation to a previously intended purchase of an existing brand are perhaps more useful for computing these tradeoffs. These measurement concepts are explored by means of the multivariate probit model, which is suited to the analysis of dichotomous data. Results of a pilot application indicate that procedures can be developed which will convert these data into probit coefficients applicable to each product attribute in the formation of market segments.

Approach to Normative Segmentation, An, VIJAY MAHAJAN and ARUN K. JAIN, August 1978, 338.

In current approaches to normative market segmentation, development of segments and allocation of resources to these segments are considered as two independent steps. The result may be infeasible or suboptimal segmentation schemes which contribute to inefficient use of resources. The authors propose a conceptual framework wherein the market segments are developed within the managerial, institutional, and resource constraints. Mathematical formulations and illustrative examples are provided.

Estimating Response Rates for Different Market Segments from Questionnaire Data, WALTER DOLDE, RICHARD STAELIN, and TSU YAO, May 1980, 245.

Often the response rate for a given market segment is a function of the relevance of the topic to that segment. Consequently, in situations where the topic interest differs among segments, it is not correct to use the proportion of returned responses that indicate interest in the topic as the estimate of the population proportion. The authors describe three different models useful in assessing differential response rates and the methods for estimating each model. An application of real survey data is used to compare and contrast the different estimates.

Fear Appeal Effects in the Field: A Segmentation Approach, JOHN J. BURNETT and RICHARD L. OLIVER, May 1979, 181.

The effect of varying fear levels was tested in a field experiment on a random resident sample and on separate demographic and psychographic subsegments. Certain attitudinal and behavioral effects were observed for the entire sample whereas others were segment specific.

Identifying the Deal Prone Segment, ROBERT BLATTBERG, THOMAS BUESING, PETER PEACOCK, and SUBRATA SEN, August 1978, 369.

A model of consumer buying behavior is used to identify household characteristics that should affect deal proneness. The model treats household pruchasing and inventory decisions like those of a firm. In other words, the houshold's purchasing decisions are assumed to be based on such factors as transaction costs, holding costs, and stockout costs in addition to product price. Household characteristics then are related to these cost parameters to identify households that are likely to be deal prone. The predictions are tested empirically by use of panel data for five frequently purchased products. The empirical results indicate that deal prone households can be identified and that the key variables affecting deal proneness are household resource variables such as home ownership and automobile ownership.

Image-Measurement Segmentation, DENNIS H. GENSCH, August 1978, 384.

Product positioning studies for both new and established products generally involve consumers' perception of the current product space in terms of the salient product attributes. Perceptions per brand attribute are hypothesized to be a function of direct measurement and brand "image." The influences of direct measurement and image are separated. The first step in penetrating a product market is to look for segments of rival brand customers for which there is a significant gap between image and direct measurement perceptions. A second consideration is the strength of the "image" in terms of actually changing the direct measurements. The author empirically illustrates how to identify penetrable market segments in terms of image-direct measurement influences and discusses the implications of this type of information in forming a realistic product positioning strategy.

Introduction to Special Section on Market Segmentation Research, YORAM WIND, Special Section Editor, August 1978, 315.

Issues and Advances in Segmentation Research, YORAN WIND, August 1978, 317.

The author reviews the current status and recent advances in segmentation research, covering segmentation problem definition, research design considerations, data collection approaches, data analysis procedures, and data interpretation and implementation. Areas for future research are identified.

Loyalty Group Segmentation Model for Brand Purchasing Simulation, A, MARTIN K. STARR and JOEL R. RUBINSON, August 1978, 378.

A model for consumer package goods is described by which consumers can be segmented into loyalty groups. A survey is used to obtain measures of consumer willingness to switch from a regular brand, if there is one. Each loyalty group is associated with a unique purchase probability vector. The probabilities are derived empirically from purchase behavior. By use of the purchase probability vectors, brand shares and repeat rates can be simulated by the loyalty group segmentation (LGS) model, which yields good fits. Empirical data were available which reflected the effect of price changes on brand switching behavior by loyalty groups. At first price elasticities based on deviations from average price were used with poor results. By a revised version of the model, average price was recomputed as the sum of the prices of competitive brands weighted by the percentage of the brand's total switching with each other brand. By use of such loyalty group cross-price elasticity measures, high correlations were obtained with the empirical observations of share, repeat rate, and switching behavior.

Market Segmentation Based on Consumer Ratings of Proposed Product Designs, MURPHY A. SEWALL, November 1978, 557.

Many products compete on the basis of aesthetic appeal as well as price and brand image. Analysis of consumer reactions to attributes not directly related to a product's functional utility is essential to intelligent decisions about proposed additions to

the product line. The author describes a method of deriving market segmentation information from consumer intention to purchase evaluations of a selection of product designs.

New Measure of Predictor Variable Importance in Multiple Regression, A, PAUL E. GREEN, J. DOUGLAS CARROLL, and WAYNE S. DeSARBO, August 1978, 356.

Ambiguity surrounds any importance measure in cases in which predictor variables are correlated. However, a new measure is proposed that has attractive properties, such as providing individual contributions that are both non-negative and sum to R^2. The new measure is compared with four other commonly used measures and its advantages over each of them are pointed out.

Overlapping Clustering: A New Method for Product Positioning, PHIPPS ARABIE, J. DOUGLAS CARROLL, WAYNE DeSARBO, and JERRY WIND, August 1981, 310.

Most clustering techniques used in product positioning and market segmentation studies render mutually exclusive equivalence classes of the relevant products or subjects space. Such classificatory techniques are thus restricted to the extent that they preclude overlap between subsets or equivalence classes. An overlapping clustering model, ADCLUS, is described which can be used in marketing studies involving products/subjects that can belong to more than one group or cluster simultaneously. The authors provide theoretical justification for and an application of the approach, using the MAPCLUS algorithm for fitting the ADCLUS model.

Regression Model for Market Segmentation Studies, A, ALBERT R. WILDT and JOHN M. McCANN, August 1980, 335.

A model is developed for incorporating the long-standing marketing research effort of explaining variation in observed consumption behavior into the more recent notion that such behavior has an inherent component of randomness. The model recognizes the consumption behavior on any given occassion will fluctuate around some mean consumption level and that this mean consumption level will vary across the population in a systematic manner which is related to the characteristics of the consuming unit. However, it is not assumed that the relationship is exact, but that it contains an element of randomness. The properties of the model are examined and it is compared with ordinary least squares models of the same phenomenon.

Social Class Versus Income Revisited: An Empirical Investigation, CHARLES M. SCHANINGER, May 1981, 192.

In the early 1970s several studies refuted the superiority of social class to income as a basis for segmenting the markets for a wide variety of durable and nondurable goods. This study also examines the relative effectiveness of social class and income, as well as their combination, over a wide range of consumption areas. The author uses frequency of usage criteria for nondurables and quality of feature-level indices for durables. MANOVA, ANOVA, and loglinear modeling results show social class to be superior to income in segmenting food and non-soft drink/non-alcoholic beverage markets, as well as shopping behavior and evening television viewing. Income is superior to social class for major appliances, soft drinks, mixers, and alcoholic beverages. The combination of income and social class is superior for makeup and clothing, as well as automobile and television ownership, and thus a modified form of the relative income and status incongruence hypotheses is supported.

Some Practical Considerations in Market Segmentation, SHIRLEY YOUNG, LELAND OTT, and BARBARA FEIGIN, August 1978, 405.

Despite the widespread availability of segmentation techniques and much applied experience, many commercial users appear to be disenchanted with segmentation studies. The authors suggest that one cause is the failure of the marketing researcher to consider the competitive environment sufficiently in designing segmentation studies. They examine the problem in detail, setting forth some instances in which a segmentation approach is not useful and situations in which conventional approaches are not successful through examples from actual case studies.

Source of Income as a Market Descriptor, STEPHEN J. MILLER, February 1978, 129.

See "Buyer Behavior"

Stability of Benefit Segments, The, ROGER J. CALANTONE and ALAN G. SAWYER, August 1978, 395.

An important and neglected question for marketing managers is whether identified market segments remain similar over time in terms of distinguishing characteristics and size. Benefit segments based on the relative importance of product attributes were shown to be internally consistent between split halves for a given time period. Two years later, a comparison of the same households segmented in terms of sought benefits revealed a high degree of similarity in product attributes considered important and segment size. However, analysis on an individual household basis showed that a household was very likely to be classified in a segment other than its previous group designation. Managerial implications of the research are discussed.

Test for Clusters, A, STEPHEN JOHN ARNOLD, November 1979, 545.

Tests for the presence of clusters are reviewed. An alternative test is derived that indicates whether data are other than unimodally or uniformly distributed. The test allows for at least 1,000 entities, 20 attributes, and 8 groups. The test is applied to data with known clusters and then to data gathered to solve a problem in lifestyle market segmentation.

The Application and Misapplication of Factor Analysis in Marketing Research, DAVID W. STEWART, February 1981, 51.

See "Regression and Other Statistical Techniques"

Using Segmentation Approaches for Better Prediction and Understanding from Consumer Mode Choice Models, IMRAN S. CURRIM, August 1981, 301.

The diagnostic and predictive efficacy of market segmentation and the relative power of two segmentation schemes (benefit and situational) are investigated by using a market share probabilistic choice model (LOGIT) as a dependent variable. The model relates consumer perceptions of several alternatives on various characteristics to discrete choice and is estimated first for the entire sample and then for each of the benefit and situational market segments. Empirical findings derived from data on consumers' transportation preferences, perceptions, and choices in the San Francisco Bay area suggest that the models provide fairly accurate estimates of market share and that using the segmentation concept affords diagnostic and predictive advantages.

SOCIAL ISSUES AND PUBLIC POLICY

Adoption of Consumer Policies of States, GARY T. FORD, February 1978, 49.

The author analyzes differences in states' adoption of consumerism legislation and identifies the leader and laggard states. Positive correlations between consumer law adoption behavior

and states' demographic and socioeconomic characteristics are demonstrated. The results indicate that states take cues for adoption of consumer legislation from states in their region and from states which have similar characteristics.

Advertising and Public Policy: The Macroeconomic Effects of Advertising, ROBERT JACOBSON and FRANCO M. NICOSIA, February 1981, 29.
See "Advertising and Media Research"

An Analysis of Energy Consumption Patterns by Stage of Family Life Cycle, DAVID J. FRITZSCHE, May 1981, 227.
See "Buyer Behavior"

An Examination of Comparative and Noncomparative Television Commercials: The Effects of Claim Variation and Repetition on Cognitive Response and Message Acceptance, GEORGE E. BELCH, August 1981, 333.
See "Advertising and Media Research"

Cognitive Effects of Deceptive Advertising, JERRY C. OLSON and PHILIP A. DOVER, February 1978, 29.
Although much has been written about deception in advertising, no studies have been reported in which a deception and its impact on consumers were demonstrated empirically. The authors present a behavioral definition of deception and illustrate its operationalization in the context of a longitudinal experiment in which the effects of an explicit, deceptive product claim on a variety of cognitive variables were measured both before and after product trial. Issues related to the measurement of deception seriousness are emphasized. The basic approach appears generalizable to nonexperimental studies of real-world deception.

Comment on "An Experimental Investigation of Comparative Advertising: Impact of Message Appeal, Information Load, and Utility of Product Class, MARK B. TRAYLOR, May 1981, 254.
See "Adveritsing and Media Research"

Confined Shopping Behavior Among Low Income Consumers: An Empirical Test, ARIEH GOLDMAN, February 1978, 11.
The study investigates whether lower income consumers show a greater tendency to confine their furniture and ladies' shoes purchases to a subset of the retailing system. The Herfindahl index of concentration is the main tool used to measure confinement. The study finds that the lower income consumers do not confine their purchases to a small subset nor are their purchases restricted to the smaller and lower quality stores.

Converging Conflicting Research Findings: The Oregon Bottle Bill Case, MICHAEL D. GEURTS and GLORIA WHEELER, November 1980, 552.
The authors describe a method for reaching a consensus with conflicting research findings and illustrate its use in the case of a current public policy issue.

Firm Effects and Industry Effects in the Analysis of Market Structure and Profitability, FRANK M. BASS, PHILIPPE CATTIN, and DICK R. WITTINK, February 1978, 3.
The Federal Trade Commission's recent public policy emphasis has been on antitrust action to break up firms in certain industries. The basis for such action is often the market structure-profitability paradigm. The authors review the framework and empirical results of studies based on the paradigm, identify and demonstrate shortcomings of research in this area, propose and test a more appealing model, and conclude that the FTC cannot properly rely on findings produced by this research stream for the direction of public policy efforts.

Ghetto Markeing Life Cycle, The: A Case of Underachievement, ALAN R. ANDREASEN, February 1978, 20.
The author describes the life cycle of research on ghetto marketing and concludes that the contribution has been too little, too trivial, and too late. Recommendations for further research as well as intervention in the research generation process are presented.

Host Selling vs. Premium TV Commercials: An Experimental Evaluation of Their Influence on Children, JOSEPH H. MILLER, JR. and PAUL BUSCH, August 1979, 323.
See "Advertising and Media Research"

Legal Constraints and Marketing Research: Review and Call to Action, CYNTHIA J. FREY and THOMAS C. KINNEAR, August 1979, 295.
Marketing researchers operate in an environment which is ripe for legislation. Researcher-respondent privacy issues, unfair and deceptive practices among researchers, and the continual problem of "sugging," or the impersonation of legitimate interviewers by sales agents, demand attention. The authors attempt to make marketing researchers more cognizant of current legislation and the potential implications of the Magnuson-Moss/Federal Trade Commission Improvement Act. Professionals in marketing research are called upon to respond in a positive and productive fashoin to the public policy issues in their operating environment.

Linear Covariate Model of Warranty Attitudes and Behaviors, A, WILLIAM R. DARDEN and C. P. RAO, November 1979, 466.
See "Econometric Models"

Longitudinal Study of Corrective Advertising, A, ROBERT F. DYER and PHILLIP G. KUEHL, February 1978, 39.
Using corrective and deceptive advertisements taken from the FTC's "Listerine Case," the authors examine whether exposure to a single corrective advertisement can reduce residual effects emanating from exposure to deceptive advertising in a longitudinal context. Results show that limited exposure to corrective advertisements was ineffective in bringing brand beliefs into equilibrium with "normative" levels. Findings also indicate that corrective ads affect other attributes of the product category even though they are not addressed in a remedial message.

Policy-Related Experiments on Information Provision: A Normative Model and Explication, MICHAEL J. HOUSTON and MICHAEL L. ROTHSCHILD, November 1980, 432.
As government agencies have become more proactive they have begun to conduct prospective impact evaluation studies. Laboratory experimentation is an appropriate method for such studies. The authors discuss relevant issues and normative values to be considered in developing and evaluating such research in a public policy setting. An explication of the model in a policy case is presented.

Political Advertising: A Neglected Policy Issue in Marketing, MICHAEL L. ROTHSCHILD, February 1978, 58.
The author considers political advertising as a policy question and presents a model to hypothesize some of its effects. Supporting data are used to discuss several policy issues and to raise additional questions in this area.

Social Issues and Policy: Some Observations About Marketing Scholarship, FREDERICK D. STURDIVANT, February 1978, 1.
Introductory editorial to special section on Social Issues and Public Policy in Marketing.

The Interaction Between Comparative Advertising and Copy Claim

Variation, WILLAIM R. SWINYARD, May 1981, 175.
See "Advertising and Media Research"

Uninformed Response Error in Survey Research, DEL I. HAWKINS and KENNETH A. CONEY, August 1981, 370.
See "Sampling and Survey Research"

MISCELLANEOUS

Careers and Noncommunication—A Reply, ARTHUR J. KOVER, November 1977, 580.
The author replies to the comment by Lillis.

Careers and Noncommunication: The Case of Academic and Applied Marketing Research, ARTHUR J. KOVER, November 1976, 339.
The communication gap between academic and practitioner marketing researchers is explored; its source is traced to differences in career patterns of the two branches of the field. Some suggestions are given for alleviating the situation (although truly overcoming this gap may be structurally impossible).

Careers and Noncommunication: The Case of Academic and Applied Marketing Research—A Comment, CHARLES M. LILLIS, November 1977, 579.
The author comments on Kover's article on the apparent communications gap between academic and applied marketing researchers.

Choice Process for Graduate Business Schools, The, GIRISH N. PUNJ and RICHARD STAELIN, November 1978, 588.
The college choice behavior of graduate business school applicants is studied. A stochastic utility model is proposed and estimated by use of a sample of students admitted to Carnegie-Mellon University. The specific formulation used is the conditional logit model. Results indicate that such factors as net cost, quality, and distance of applicant's home from school are important determinants of college choice. Specific probability computations are used to illustrate the results for a typical decision maker.

JMR Book Review Section in Transition, The, ROBERT A. PETERSON, May 1976, 205.
The Book Review Editor pays tribute to his predecessor, Sidney Hollander, and dicusses possible future directions for the Book Review Section.

JMR's Editorial Objectives, The, HARPER W. BOYD, JR., February 1976, 1.
Editorial.

Making Marketing Research Accountable, JEFFREY GANDZ and THOMAS WHIPPLE, May 1977, 202.
Analysis of the potential payoffs from a proposed research project, during a time of tight budgetary constaints, proved helpful in obtaining the required funds and improved the quality of the research itself.

New Additions to the Reference Library, ROBERT A. PETERSON, May 266; November 1977, 623.
An overview is presented of selected new publications and services whose sole purpose is to summarize or reference literature pertinent to an increasingly professional marketing manager or researcher.

New Journals in Review, November 1976, 445.
Brief descriptions are presented of journals in disciplines related to marketing research.

Publishing Activity in Marketing as an Indicator of Its Structure and Disciplinary Boundaries, ARIEH GOLDMAN, November 1979, 485.
An analysis of the nature of sources cited by authors of articles published in the *JMR* and *JM* yields insight into the structure and boundaries of the marketing discipline.

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*Abbreviations: c., comment; c.a., computer abstract; n, research note; r, book review.

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